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CONSUMERS' DIGEST



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COD-LIVER OIL—FOOD, DRUG, OR POISON?

By F. J. Schlink

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CONSUMERS' DIGEST



*The enlightened consumer is a necessary
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Cod-Liver Oil--

Food, Drug, or Poison?

By

F. J. SCHLINK

DOES any fond mother ever stop to wonder why it has suddenly become necessary to feed babies cod-liver oil to keep them healthy? Think of all the children during the past decades who have grown to healthy adulthood without it. The people who recommend the use of cod-liver oil for every baby every day never bother to tell you why it has come to be so important.

The fundamental principle that must test the use of any food substance or any food supplement is roughly this: If it wasn't needed by man in nature, it is probably not necessary for man today except as his diet or fundamental habits of living may have deviated from the biologically natural.

The need for supplementing our diet is the price we pay for living in cities. Modern cities are full of dust—railways, automobiles, factories, trolley cars, all create and diffuse dust and smoke. In the city it is difficult to get our quota of the vital ultraviolet rays of the sun. Persons living on farms or in relatively rural communities and those who live either at higher altitudes or at the seashore do not have the same trouble in this respect as persons living in or in the environs of the larger industrial cities, such as Cleveland or Pittsburgh.

City diets are on the whole not especially helpful in

compensating for this lack of direct sunlight. A discussion of the many phases of this problem would fill a book, but briefly the two principal factors are probably that the city-dwellers' foods have nearly all lost their freshness in storage and in transit so that their vitamin values are modified; and the city dwellers' diets contain too high a proportion of over-refined, highly processed "factory" foods.

History of Use

Cod-liver oil was discovered and used medicinally several hundred years ago. It was a remedy which more or less came from the people. It is believed to have been discovered because it was noticed that the folk living at the seashore or near the coast usually had greater immunity to the deforming disease of rickets—the curse of cities in the Middle Ages. In the course of time cod-liver oil was adulterated by cheaper oils, and eventually it became so adulterated that it was no longer effective. The physicians of the times probably did not realize *why* it no longer had a beneficial effect but nevertheless ceased to prescribe it, and its use gradually died out.

Recently its usefulness in certain diseases has been rediscovered. Today the Food and Drug Administration of this country has regulations to prevent its adulteration. Even now, however, it has been reported to have been adulterated with other fixed oils and to have had other oils substituted for it.

Now the fad for the use of cod-liver oil (vitamin D) and other vitamin preparations has become so great that vitamins of all kinds are being added to everything. You can now get *Vitamins Plus* which give you "all the vitamins—A, B, C, D, E, G," and you can probably get other products which contain them all too and possibly other vitamins as well—even though nobody knows very much about them or what, if anything, they will do for or to

you when taken regularly as "medicines." It is a misguided attempt to do medicinally what nature accomplishes by more subtle, time-tried methods.

Toxicity

When the vogue for the use of cod-liver oil as a general cure-all became so widespread, experts began to look at the question of its safety. In 1933 Madsen, McCay, and Maynard of Cornell University reported basically important work on the toxicity of cod-liver oil. Briefly their findings showed that severe heart lesions (injuries or structural changes) and frequently lesions in the muscles of the legs occurred in goats which were fed a synthetic diet including cod-liver oil. In all cases cod-liver oil was fed to the test animals at levels frequently recommended for human consumption. These animal experiments were not isolated phenomena but were verifications by carefully planned, controlled experiment of what many had supposed or suspected. It was the first major scientific evidence that all was not well with the cod-liver oil habit.

The findings are not inconsistent with the fact that large numbers of school children have been found to be suffering from heart trouble. This is a type of disease for which there could be little excuse in children unless it is due to some subtle poisoning to which many are regularly but unwittingly subjected.

Dr. E. Agduhr, of Upsala, Sweden, well known in the field, reported that heart lesions were found in children who were fed cod-liver oil and on the basis of his findings has maintained that the dosage of cod-liver oil should be greatly reduced. Dr. Agduhr advised against the prolonged and continuous administration to infants of even so small a dose as one half of one cc (one tenth of a teaspoonful) a day.

It should be noted here that the possible toxicity of cod-

liver oil may not be due to an excessive amount of vitamin D, but to the possible toxic effects of other constituents of the oil.

Regardless of the reason for its toxicity, however, competent medical opinion would seem to be that the indiscriminate dosing of oneself or one's children with cod-liver oil is far from a safe practice. With people adding vitamin concentrates to most everything nowadays, it is obvious that the risk of taking a potentially dangerous material fairly freely is greatly increased.

Since advertising has built up the use of vitamin D (found in cod-liver oil) as a universal cure-all, it has now come to be added to just about everything from chewing gum to bread, cereals, lolly pops, shampoos, cosmetics, ice cream, sausage, beer, and candy—even to toilet paper. It has no doubt, become popular solely because the addition of vitamin D sets any product apart as being unique or different from any other. Whether that difference is real or imaginary, favorable or unfavorable, the "difference" then becomes the great talking point of the advertiser.

Despite the availability of vitamin D in all these various forms, if an artificial supply of vitamin D in the form of cod-liver oil is held to be desirable for an individual child or adult, the dosage should be prescribed by a physician and the patient should be under his observation. It should not be left to the haphazard consumption of vitamin D "fortified" foods.

Don't take cod-liver oil as a lazy man's attempt to keep well in spite of insufficient sleep, over-refined or rich foods, and lack of exercise. If your doctor believes you or your children need it, take your medicine straight, not as a variety of vitamin D fortified bread, beer, and other substances. You will be wise to ask your physician whether he is familiar with recent medical literature on the toxicity

of cod-liver oil. Medical men are sometimes influenced as to the correct dosage by the manufacturers' literature, which naturally leans toward higher consumption of their products than may be desirable.

Dosage

If on a physician's advice it becomes necessary to use cod-liver or other fish-liver oils, make sure that cod-liver oil meets the U. S. Pharmacopœia, XI, requirements, which are not less than 600 units of vitamin A per gram and not less than 85 units of vitamin D per gram. It would be preferable to have the oil meet the *New and Non-Official Remedies* requirements, which are not less than 850 units of vitamin A and not less than 85 units of vitamin D. Compare, so far as the clerk will permit you to, the statements of unit quantities appearing on labels of several of the more reputable brands and try to choose on the basis of what you read in this way.

Brands of cod-liver oil having a higher potency expressed in terms of U.S.P. units than the minimum U.S.P. requirement call for a corresponding decrease in dosage (even though a bigger dose is printed on the bottle) unless specified by the physician; for example, using the vitamin D content as a basis, the following would be the approximate average *relative* daily doses (the actual dose, of course, to be determined in every case by the physician):

U.S.P. XI units	Dosage
85	2 teaspoons
125	1 1/3 "
170	1 "
250	2/3 "

Do *not* rely entirely on dosages directed on the bottle. Recommendations printed by certain manufacturers and accepted by the American Medical Association have been

found in some cases to exceed considerably the dosage recommended by its Council of Pharmacy and Chemistry.

Loss of vitamins can be diminished and development of rancid taste delayed by keeping the oil in the refrigerator in a well-corked, dark-colored bottle and by wiping the neck of the bottle after each use. As the oil becomes rancid, it also loses its vitamin value.

Cod-liver oil should not be bought in bulk but only in unbroken original containers; and small quantity purchases are preferable to large. When cod-liver oil is not well tolerated, as in certain illnesses and in very hot weather, or when a more concentrated source of vitamin D is necessary, viosterol, or cod-liver oil with viosterol, may be taken, *but this should be on medical direction only.*

The listings which follow are taken by special permission from the *Annual Cumulative Bulletin* of Consumers' Research. They are not to be considered as a recommendation for the taking of cod-liver oil or other vitamin A and D medicinal substances except under the strict supervision of a competent physician.

QUALIFIED RECOMMENDATION

Cod-Liver Oil

Abbott's; Mead's Standardized; *Möller; Nason's Palatable; Parke, Davis & Co.* Standardized; *Patch's* Flavored; *Squibb; Squibb* Cod-Halibut-Liver Oil; *Ucoline* Standardized.

Cod-Liver Oil with Malt

Abbott's A-B-D Malt Extract with Cod-Liver Oil and Viosterol; *Borcherdt's; Maltine* with Cod Liver Oil; *Parke Davis & Co.*

Cod-Liver Oil with Viosterol

Abbott's; Mead's; Parke, Davis & Co.; Squibb.

Cod-Liver Oil Concentrates

Adex; Clinadol Co.'s; Kinney's; Lederle; Merrell; Smaco

Carotene with Vitamin D Concentrate in Oil, *Ucoline; White's*.

Burbot-Liver Oil

Rowell.

Halibut-Liver Oil

Abbott's; I.V.C.; McKesson's; Mead's; Parke-Davis; Squibb.

Halibut-Liver Oil with Viosterol

Abbott's; Parke-Davis; Mead's; Squibb.

Halibut-Liver Oil with Vitamin D Concentrate

I.V.C.; McKesson's.

Percomorph-Liver Oil

Mead's Oleum Percomorphum; Mead's Cod-Liver Oil Fortified with Percomorph-Liver Oil.

Viosterol in Oil

Abbott's; Mead's; Merrell, Sperti Process; Parke, Davis & Co.; Squibb; Winthrop.

**Quality
Grading
Needed**

The arguments against quality grading seem to center on the idea that only the A grades would find a market. Our experience is that consumers do not always want an A grade. They are well aware that their pocketbooks cannot stand the strain of always buying the best quality. In fact, they are more likely to

be looking for the medium and low qualities which will meet their needs at corresponding prices. They want to know the characteristics of all the different qualities so that they can choose wisely for the particular use to which the food is to be put. They are well aware that they are not always getting A grade now. The irritating thing is that they cannot know that they are getting it when for some special purpose they desire and are willing to pay for the A grade. They do not wish to pay an "A" price for a C grade. Few, indeed, are the housewives who at one time or another do not go to market for all the qualities of meat, high, low, and medium. Every housewife knows that she does not want the heaviest syrup for all purposes on her canned fruits. Everyone recognizes that it does not pay to buy large, whole pieces of fruit to be cut up for certain types of salads. I believe that a grading system would spread sales more equally among various grades of merchandise to the mutual advantage of consumer and producer.—*Standards for Consumers' Goods*, by Ruth O'Brien, Bureau of Home Economics

Low Cost of Decorating

By

DONALD SMITH FEELEY

INTERIOR decoration is no longer recognized as a mere pastime for the unnecessarily rich but as a duty of every homemaker irrespective of her financial resources. Beauty in the home is not dependent upon the expenditure of large sums of money but rather upon the exertion of intelligence. It is not so much what we use that makes our homes attractive and individual but more the way we use things. Beauty is found in cotton as well as silk. It may be a different type of beauty to be sure but nevertheless artistically correct. Home decorating should be the reflection of good taste as against the revelation of one's purse and art in the home can be adjusted to any purse. It is in communities where sordidness reigns over beauty that crime and immorality best thrive.

The homemaker's heart must be in and of the home if that home is to reflect the joy of living. I have seen tenements of two or three rooms, erstwhile dirty, slovenly places fit more for the habitation of rats than human beings, turn under the magic wand of good taste into clean, cheerful and attractive homes. I have seen cold, dreary rooms made to reflect warmth and joy by merely applying the right type of paint or paper to the walls. A wealthy client of mine once insisted that his casement windows throughout one of his homes be equipped with draw curtains of unbleached muslin with resultant good taste. On the other hand, I have seen poor people use cheap imitations of damasks about their rooms which did no more than to reveal a false sense of values and ignorance.

The real homemaker knows how to become acquainted with beauty. She knows the public libraries have reliable books on the subject and she goes there and consults them and applies the theories to her home decorating problems. Homes are the reflection of our personalities. An ugly home is a mirror held up to stupidity, ignorance or criminal indifference.

"What is the most important thing in interior decorations?" This is a question frequently asked of a decorator. The only answer to that is that there is no "most important thing." The professional or amateur decorator must give as much thought and attention to the smallest objects he uses as to the more conspicuous appointments. Artistically speaking no one thing is more important than another. . . .

In interior decoration, contrary to the usual procedure in life, we begin at the top and work down. The next time you call a painter to consult about one of your rooms notice that the first place to arrest his attention is the ceiling. Although we sometimes see dark ceilings used to fashionable advantage, it is usually advisable to have the ceiling the lightest value in the room. Floors should be the darkest value and walls should range in value between the lightness of the ceiling and the darkness of the floor. People are prone to use papers or paints on their walls that are too dark. Dark colored walls, unless rich in color, can only cast gloomy reflections about a room and make the people in them look like bad cases of liver complaint. Rooms that have little sunlight in them should have warm hues on the walls. Yellow makes a very cheerful room out of a gloomy one. Where there are sunny exposures, cooler colors may be used to advantage such as gray, green blue or blue. In doing over a room one must consider the exposure of the room, its use and the personalities of the individuals to use the room.

As a practical example let us invent a decorative scheme for a bedroom of northern exposure occupied by a boy of ten years. We will paint the ceiling a light butter yellow

and the walls a deeper value of the same hue. The wood-work, doors and window frames we will paint to match the walls for it is a small room and we do not wish to call attention to the broken wall spaces. With this treatment we will considerably enlarge the apparent size of the room and experience a sense of greater freedom and breathing space. The floor, which we already know theoretically should embrace the darkest value in a room, we will paint a deep golden brown. A deck paint will withstand the abuse of heavy boots and we must be practical. Incidentally, on the walls we will use a flat paint, knowing the tendency of a glossy surface to take on an institutional look besides reducing the apparent size of the room.

Venetian blinds are too expensive for this particular problem, for what is appropriate for Johnny at ten will not hold true at sixteen. We must think fast for something other than Venetian blinds but as effective. Porch screens in natural straw color are our decision in this respect and we will tie them up with brown cords just to give an added smartness. Silks or satins or such smooth textures would never do in this room for Johnny does not want to be called a "sissy," so the window draperies must be of a more virile stuff. Brown burlap is the answer and along the edges and across the bottoms we will pull woolen threads of a bright tangerine with here and there a blue strand. This treatment gives a rather "peasanty" effect and so we are right up on fashion, whether it is "spinach" or not. By all means we decide to have the draperies full length and not split. We are sick and tired of skinny curtains and so will use width.

Floor carpets are so expensive for a youngster of this age that we must think of something cheaper yet as effective. Let us try sewing strips of straw matting together until we have achieved a mat nine feet by twelve. We will bind the four outer edges with a tangerine bias binding and if any of us have a yen for borders we can just stencil a simple conventionalized one about six inches deep around

the four edges using brown and tangerine colored paints. . . .

Now we will simply have to do something about Jenny's room to avoid any feeling of partiality after showering so much attention on her brother. Of course, her room will be quite different because she has naturally a different personality. Then, too, her room faces south and has floods of bright sunlight. We know that exposure and personality must be our first considerations. This sunny exposure gives us the opportunity to use that nice pale blue she likes because it is a cool color. We will paper the walls with that new scrubable wallpaper that comes in such a variety of fascinating plain colors. The line includes just the blue we are after. A pale yellow ceiling will make a pleasing contrast. The doors and windows must be painted to match the wallpaper because her room is small too. The floor will take a dark blue very nicely and tie up properly with the general background. Over the floor let us place scatter rugs. We can buy some of those inexpensive machine-made braided ones in rose and tan.

The curtains at the windows can be made to draw across. It is always so dramatic to shut out the gaze of the vulgar public by simply pulling a cord at the side of the window. These curtains can be made of white cotton crepe and along the edge a short bushy fringe of rose will be exciting. For an added surprise several rows of rose rick-rack braid can be stitched inside the fringe. This will make them look much more important and individual. White cotton crepe can serve as the bedspread also, the valance of which can be slightly shirred. At the bottom of the valance, and working up, rows of ruffles can be attached and each edged with the same rose fringe used on the curtains. . . .

The furniture, which is the customary bedroom variety in stupid golden oak, we will cover beneath coats of yellow paint. Not nondescript ivory but rather a sort of buttercup yellow. The little boudoir chair we plan as a birthday present will be upholstered in blue glazed chintz with a printed floral motif in gay colorings. Next year when she

will be fifteen going on sixteen we might arrange a dressing table for her. This will be smart draped in the same pink and white checked cotton crepe we have decided for her pillows. The accessories in this room could be amethyst as far as color is concerned. Her youth, however, and the coarser texture of the materials already used call for a less subtle and delicate color.

A deeper blue than employed elsewhere in the room will be more youthful for the knickknacks. Blue pottery lamp bases with pongee shades, pin trays of deep blue glass, boxes painted blue without and rose within will serve as vehicles to carry this strong color accent about the room. A few floral prints nicely matted and framed will sparkle to advantage when hung against the cool blue walls and add a further spirit of freshness to this naive room. Presto! Once again we have waved the wand of good taste about the room with surprising results and with but the slightest tug on the purse strings.

Thus in almost every room simplicity and good taste will unravel the most baffling decorating problem. Where beauty dwells there also dwells intelligence and a sense of fitness to purpose. Crime and beauty seldom go hand in hand. Children are easily swayed by either. The shiftless homemaker is the country's number one maker of criminals.



Fire Hazard in the Kitchen

Some people, it is pointed out, use newspapers to catch the drippings from gas or oil ranges. It is a decidedly unwise practice, for if dried oil not exposed to great heat will generate spontaneous combustion, how much more so will rapidly drying oil beneath a flame do the same—to say nothing of the possibility of ignition from a chance spark.

Enlargers

THE up-to-date photographer is likely to think his darkroom is incomplete without an efficient enlarger. For the candid camera fan this piece of equipment is, of course, practically a necessity and is an expensive addition to the initial equipment which must be purchased before effective work can be done.

Amateurs who prefer to work with larger film sizes which do not require enlarging for the prints to be viewed with comfort, occasionally need an enlarger. The best out of partly satisfactory negatives can be saved by eliminating portions and enlarging the best section to a more favorable size, thereby composing the best picture possible from the negative.

In the design of an enlarger, the most important consideration is that of optical alignment. Of almost equal importance is the matter of suf-

ficient rigidity of construction to ensure that there shall be no vibration during exposure. Lack of rigidity is an all too common failing.

Uniform illumination over the entire surface of the negative to be enlarged is also a prime necessity, but many enlargers are sadly deficient in this respect.

The lens of the enlarger should of course be capable of giving critical definition over the entire negative, and it is good practice to have a focal length at least as long as the diagonal of the largest negative to be enlarged.

There should be adequate ventilation so that a film negative may safely be left in position in the enlarger for at least ten minutes with the light turned on—even when the enlarger has already been fully heated up by several hours of continuous operation.

The old type of enlarger was provided with condensing

lenses, without diffusion means, in order to get the most concentrated possible beam of light through negative and lens. This was undesirable because diffraction effects caused the image to suffer unduly from the exaggeration of scratches, grain, etc., in the negative. It also tended to exaggerate the degree of contrast possessed by the negative. Practically all modern enlargers are based on the principle of complete diffusion of light; although many of them are provided with condensers, the source of light is usually an opal-glass bulb, so that only diffused light reaches the condenser; thus, the undesirable effects of the older condenser-type enlarger are avoided.

Negatives are held either between two glass plates or by the edges in metal frames. Glass plates have the disadvantage of collecting dust readily, and with the dry conditions existing in the average home darkroom, this can be practically a very serious and troublesome matter. Also, when a negative is clamped tightly between glass plates, trouble may be encountered with interference fringes (col-

ored bands of light caused by reflections taking place between two surfaces which are almost but not quite in contact).

Some metal frames or masks for holding the negative, in sizes up to and including 4 x 5 inches, are satisfactory, but certain types of frames in the small sizes, and those for sizes larger than 4 x 5 inches, permit the negative to bow with the heat from the lamp.

Before buying any enlarger, satisfy yourself that the instrument selected will efficiently handle all the sizes and types (glass or film) of negatives you will wish to enlarge. It is economically unsound to buy an enlarger that can be used only for miniature negatives since there is a very strong present trend away from the current vogue for miniature cameras, and the larger sizes are certain soon to be reinstated in popular esteem.

Warning. It is said that the efficiency of most enlargers could be greatly increased by the use of mercury-argon enlarging lights (similar to so-called neon lights now much used for electric signs). Sev-

eral such lights are now on the market ranging in price from \$7.75 to \$28.50 complete with transformer and in some cases with diffusion disk, and some of the popular photographic magazines have published articles instructing amateurs how to make their own from a tube-grid made up by a neon sign manufacturer. The mercury-argon tubes will not operate directly from the house mains but require the use of a transformer to step up the voltage to some value from 2000 to 7500 volts.

It may be exceedingly dangerous to use, under dark-room conditions, lamps that are not designed and constructed under the most careful and expert technical control. There have been deaths of wireless amateurs using far lower voltages, and many of these men are well trained and very skilled in handling of electric equipment. Such lamps and their associated trans-

formers and grounding connections to be safe must have been designed and manufactured by technically well-qualified firms.

We strongly advise all manufacturers and trade magazines to stop advertising lamps as safe in unskilled hands and to discourage their use by other than professionally skilled persons, except in those cases where they have had careful and detailed tests and certification, as being fully and permanently safeguarded, by such a laboratory as Electrical Testing Laboratories, 79 St. and E. End Ave., New York City.

In the following listings, the magnification possible on the baseboard or easel is given. The enlargers tested by Consumers' Research necessarily represent but a small sampling of the machines now offered. They do, however, represent a fair cross-section of the market.

RECOMMENDED

Super Multifax (American agents, Chess-United Co., Madison Ave. and 29 St., N.Y.C.) \$89.50 with *Benar* 3-in. or 4-in. Anastigmat lens. Made in Czechoslovakia. Used either 75- or 100-watt lamp. Double condenser; ground glass diffuser. Designed for negatives up to $6\frac{1}{2}$ x 9 cm maximum. For smaller sizes down to 35 mm, 6 metal masks for holding negatives were provided. Linear magnification on baseboard

about 8 times with 3-in. lens; $5\frac{1}{2}$ times with 4-in. lens. Essentially a smaller edition of the *Laborant*.

Laborant (American agents, Chess-United Co.) \$132.50 with *Benar* $5\frac{1}{4}$ -in. Anastigmat lens. Made in Czechoslovakia. Used either 100- or 200-watt lamp. Double condenser, ground glass diffuser. Designed for negatives up to 9 x 12 cm maximum. For smaller sizes, 7 metal masks for holding negatives were provided, holding sizes from 24 x 36 mm to $6\frac{1}{2}$ x 9 cm. Lens focusing was by means of exceptionally smooth friction drive. Linear magnification on baseboard about 6 times; removable lens board permitted use of other lenses to increase range of magnification. Head may be tilted to correct distortions. Alignment, rigidity, and illumination excellent.

Zeiss Mirax Enlarging Attachment (Carl Zeiss, Inc., 485 Fifth Ave., N.Y.C.) \$16. Made in Germany. A device by means of which practically any camera with detachable back in sizes from 6 x 9 cm to 9 x 12 cm can be used to serve as the optical system of an enlarger. Used 75-watt *Wotan* lamp and opal-glass diffuser. Designed for negatives 9 x 12 cm and smaller, which are held between two glass plates. Evenness of illumination satisfactory. A sturdy, well-made device which in combination with a good camera makes an efficient enlarger at low cost. Satisfactoriness of results will depend on the quality of the camera and on the accuracy with which the easel is aligned with its optical system. This, however, is a relatively simple matter even for a person not particularly skilled, providing care is used.

Omega B (Simmon Bros., 37-06 36 St., Long Island City, N.Y.) \$65 without lens; \$85 with *Simmon* 2- or 3-in. enlarging Anastigmat f:4.5 lens. Used 75-watt A-17 projection bulb prefocused, opal-glass diffuser, and double condensers. Designed for negatives $2\frac{1}{4}$ x $2\frac{1}{4}$ in. (6 x 6 cm) and smaller. Negative held between aluminum plates without glass. For smaller sizes, film holders are available at extra cost. Maximum linear magnification on baseboard 9 times with 3-in. lens; 16 times with 2-in. lens. Alignment excellent, rigidity, and illumination good.

Valoy (E. Leitz, Inc., 730 Fifth Ave., N.Y.C.) \$45 without lens (enlarger so constructed that if desired, the *Leica* camera lens can be used); \$75 complete with special 50 mm *Elmar* lens (not usable in the camera). Made in Germany. Used 75-watt lamp (or Photoflood lamp for special purposes). Designed for negatives from 24 x 36 mm to 4 x 4 cm. Negative masks available at a high additional price. Lever-operated pressure plate used to hold negatives in position. Focusing was by means of a satisfactory threaded mount on the lens. Linear magnification on baseboard about 14 times. Alignment, rigidity, and illumination excellent. A black fabric shield was provided to cover the chrome-plated column so as to prevent fogging. This enlarger was considered the best of those examined in the strictly miniature class.

QUALIFIED RECOMMENDATION

Lumimax B (Distrib. Photo Marketing Corp., 10 W. 33 St., N.Y.C.; also Bell & Howell Co., 716 North La Brea Ave., Los Angeles, and 1801 Larchmont Ave., Chicago) \$27 less lens but including wooden stand and baseboard. Made in Germany. Designed for use with *Kine Exakta* camera lens, but mounts and adapters are available to permit use of *Leica* or *Contax* lenses. Used 75- or 100-watt lamp. Single condenser, interchangeable plain and opal glass (the plain glass for use with condenser, the opal glass for use when condenser is removed). Designed for negatives 24 x 36 mm only, held between glass plates hinged together with fabric tape. Lens focusing by means of helical focusing mount. Maximum linear magnification on baseboard about 11 times with regular 54-mm lens. Rigidity satisfactory. Alignment and evenness of illumination not checked as lens was not available at time of tests, but examination indicated satisfactory construction in these respects.

Praxidos "O" (Sold by Burleigh Brooks, Inc.) \$27.50 with 6 cm f:4.5 lens, or without lens but with mount for *Leica* or *Contax* lens; \$35 with 3-in. Anastigmat f:4.5 lens. Made in Germany. Used 75-watt lamp; single condenser. Designed for 2¼ x 2¼-in. and smaller negatives. Negative held by

glass pressure plates. Masks are available at \$1 each extra. Lens focusing was by movement of pin in a helical slot; not as fine an adjustment as might be desirable, but worked smoothly. Linear magnification on baseboard about 7 times with 3-in. lens. Alignment good.

Magniphot (Carl Zeiss, Inc.) \$50 without lens (if desired, *Contax* camera lens can be used); \$65 with f:6.3 special projection Anastigmat. Made in Germany. Used 60- or 75-watt *Osram* opal-glass lamp and single condenser. Designed for negatives 15/16 x 1 3/8 in. and 1 5/8 x 1 1/4 in. Negative held by lever-operated glass pressure plate. Maximum linear magnification on baseboard about 20 times. Alignment and rigidity good. A good enlarger but considered less convenient in operation than the *Valoy* or the *Omega A* and *B*.

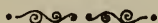
Omega A (Simmon Bros.) \$48 without lens; \$63 with *Simmon* 2-in. enlarging Anastigmat f:4.5 lens. Used 6-8 volt projection bulb operated by built-in transformer (working on a-c current only). Double condenser. Designed for negatives 24 x 36 mm only. A well-built machine but judged less convenient in operation than the *Valoy*.

Bee Bee, Model IV (Sold by Burleigh Brooks, Inc., 127 W. 42 St., N.Y.C.) \$115 with *Hugo Meyer* 5 1/4-in. f:4.5 lens. Made in Germany. Used 90-watt opal lamp. Condensers are available at \$32.50 extra; opal-glass diffuser. Designed for negatives 9 x 12 cm and smaller, but it was possible to use negatives as large as 4 x 5 in. For smaller sizes than 9 x 12 cm, masks are available at \$1.25 each extra. Both head and lens focusing by satisfactory rack and pinion arrangement. Linear magnification on baseboard about 5 times; removable lens board permits use of other lenses to increase range. Alignment and rigidity good. Illumination even except at extreme corners.

Kodak Auto-Focus, Model B (Eastman Kodak Co., Rochester, N.Y.) \$40 with *Kodak* Anastigmat f:11 lens. Photo-flood bulb, 7 masks, and paper holder. Built-in resistance provided for operating the bulb at diminished intensity while focusing. Designed for negatives 4 x 6 in. and smaller, held between glass plates. Linear magnification about 3 1/2 times. En-

larger was intended to be clamped to a table; no baseboard provided. Lack of special provision for fine focusing considered a fault, because auto-focus mechanism cannot be depended upon to give critical focusing often desired. This condition was somewhat mitigated in this machine by the use of a small-aperture lens, which gave greater depth of focus and so made fine focusing less necessary.

Kodak Miniature, Model B (Eastman Kodak Co.) \$67.50 with *Kodak* 3 in. f :4.5 Anastigmat lens. Used No. 1 Photo-flood bulb, built-in resistance similar to *Kodak Auto-Focus*, Model B. Designed for negatives $2\frac{1}{4} \times 2\frac{1}{2}$ in. and smaller, held between glass plates. Built-in masking device for use with smaller-sized negatives. Linear magnification about 10 times. Enlarger was intended to be clamped to a table (or to a wall bracket); no baseboard provided.



Eliminating Deceptive Advertising

Unfortunately, there are some large advertisers of meritorious products who persuade the public to buy them by deceptive advertising claims. They reason that their customers will get sufficient satisfaction out of the merchandise to overlook the deception, or that only a small percentage of their prospective customers will be aware of it. With the growth of consumer interest in advertising, it is to be hoped that these questionable advertisers will be shown the folly of their ways. With the development of consumer education, money management education, buymanship education, etc., the number of consumers in the gullible or ignorant class will rapidly decrease, thus continually increasing the demand and economic necessity for advertising to appeal to reason and common sense instead of to gullibility and ignorance. An increasing consumer intelligence will, of itself, force these advertisers to change their appeals. Legitimate business, Better Business Bureaus, advertising media and other agencies are co-operating in promoting this form of consumer education.

—*Boston Better Business Bureau*

Little Digests

By

ROBERT S. KNERR

"**M**ORE persons are dying of cancer of the lung than ever before, probably because more persons are smoking and inhaling tobacco than ever before," say Drs. Alton Ochsner and Michael De Bakey at a cancer symposium. Well, if nicotine gives plant lice indigestion it wouldn't seem to be *too* good for humans. But let's hope the cigarette filter manufacturers won't gobble up that item as a bit of sales talk!

✕ ✕

THE round of auto exhibits started off with the National Auto Show in November . . . marked by the return of Hupmobile . . . some lower prices . . . Ford's new *Mercury* . . . and the fender manufacturer's delight—headlights in the fenders, where a bump means a whole new fender or a cross-eyed illegally driven car. Most ultra gadget was a device for giving a "Bronx cheer" to impatient honkers—not yet adopted by any manufacturer.

✕ ✕

BUSINESS WEEK announces, without comment, the latest gastronomatrocidity—spinach ice cream, no less. Pity the poor kid at the drugstore who asks for ice cream and gets spinach with his cone.

✕ ✕

THE "Legal Angles" column of *The Drug and Cosmetic Industry* comes through with a boost for consumer cooperatives and fair trade. Reporting on a statement made by Albin Johansson, apparently head of the co-op movement in Sweden, the columnist says that when manufacturers in Sweden fix prices by manufacturing quotas or through resale price fixing (The American Way), the co-ops just advertise lower prices and snaffle the business. This, according to Johansson, brings down the general price level, but not until

the co-ops have gobbled up some of the business permanently. The columnist comments, "I cite all this merely to prove my thesis that there is more to Fair Trade [so called] than anyone, no matter how far seeing he may be, has yet dreamed of."

✕ ✕

HO, HUM. Under the thesis that "for youth, the use of adult preparations is a cardinal skin sin," a cosmetic house has come out with a line it calls "Young Skin." Catch 'em young and teach 'em that soap and water is too inexpensive to be any good.

✕ ✕

WILLIAM Allen White, 70-year-old editor of the *Emporia Gazette* and spokesman for the American middle class, was given almost two pages in the *New York Times* magazine section for November 20, 1938. The reporter said White "took capital on one knee and labor on the other and bashed their heads together with jolly impartiality. Between them, he said, they had got the citizen consumers into a sad mess. 'Every time we think of what one of you has done we are dead sore till we begin to think of what the other has done.'"

✕ ✕

ADVERTISING AGE reports that the Federal Trade Commission has gone into action against Dr. Lyon's tooth powder and Procter & Gamble's *Drene* shampoo, sniping at advertising claims. As usual, most of the complaints are of unfairness to competitors with little mention of unfairness to consumers. The consumer doesn't rate too well, although he counts for a lot more than he used to with the F.T.C.—but still he's just the guy whose taxes pay the Commission's rent and salaries.

✕ ✕

THE Post Office clamped down on another hair treatment—*Pro-Ker* Hair Milk—for fraudulent claims. More than two months after the Post Office barred the mails to the Pro-Ker Laboratories, Inc., the Federal Trade Commission came out of its contemplative mood and issued an order for

the company to cease its false statements in advertising matter. Federal action should have been unnecessary, though—such a name as "Hair Milk" ought to remind consumers of Barney Google's famous "Horse Feathers."



IN a recent issue of *Advertising Age*, a feud over economics is reported. William H. Ingersoll, partner in Ingersoll, Norvell and Babson, shed bitter tears over the decline in sales of the *Ingersoll* dollar watch when some dealers cut the price to 59 cents. Q. Forrest Walker, of R. H. Macy argued that the term "fair trade" was shrouded in "magic ambiguity" and that any system depriving the consumer of the advantages of price competition was not "fair trade" but *unfair*.



AND on the other side of the fence sits *Motor*, which has discovered a new alphabet soup diet to cure all ills. It's the VDOEDI, otherwise known as the Vocational Division of the Office of Education of the Department of the Interior, which will supply "trained evaluators" at the rate of a dollar's worth of evaluation for every 50 cents the state or local government will put in the kitty. Congress has appropriated \$1,200,000 under the George-Deen act to teach salesmen and businessmen how to do business or evaluate, with all possible sociological abracadabra, at public expense.

P.S. Reading between the lines arouses a faint suspicion that *Motor* had its tongue in its cheek when it said that unhappy automobile dealers "can chuck their troubles into their kit-bags and summon a civil servant of the New Deal [*it also called 'em yogis and wizards*] to eradicate their miseries."



Sweet Land of Gadgetry

New knickknacks . . . automatic powder puff . . . "Exercycle," a pedaling device on the order of Calvin Coolidge's electric horse "to reduce middle-aged weight" . . . "Anchor carving pins" to nail the turkey to the plate when the lord and master carves. . . .

Should Women Buy Used Cars?

WOMEN, on the whole, are not noted for their mechanical-mindedness. No doubt here and there one finds an occasional member of the female sex who ranks with the best of male automobile mechanics or automobile-minded car-owners, but it is a rare occurrence. Ask any well-informed automobile dealer, and he will tell you (if you are a male) that a woman buys a car because it is "cute" or because she likes the color of its upholstery or its dashing lines or its appearance in general.

When a woman buys a new car, her chances of getting something that will run without giving serious trouble for six months or a year are good, but a used car is another story. Many a wreck that you have passed on the road, in which the car's front end was completely smashed in, will turn up on a used-car lot bright and shiny and nearly new looking. Modern devices can perform miracles with bent and dented sheet metal, and a good paint job can turn out a car that any woman or man, for that matter, might fall for.

It is, of course, possible to get a good-looking second-hand car that will give fairly good service. If you really can't afford a new car, let us consider the best way to go about buying a used car that will give you a minimum number of headaches.

FIRST of all, decide how much money you want to spend. Plan to pay about \$50 or \$100 less for your secondhand car than the amount you wish to spend on it.

There are usually little—and sometimes some bigger—repairs which have to be made on a secondhand car even though the dealer guarantees it as fully reconditioned and in first-class order. If you are very, very lucky and can get a car with a 90-day guaranty from a dealer you are sure you can depend on to keep his word, you needn't expect to expend money for repairs within that time. A new tire or two, however, and a new battery are fairly regularly required soon after a secondhand car purchase.

There are so many things about a car that the average woman doesn't even know exist that it is a waste of time to list the things to look for. Find a good mechanic and have him examine thoroughly the two or three cars you like. (Don't trust your boy friend—unless he is a mechanic—even if he thinks he knows all about cars from the advertising and publicity stories in newspapers and magazines.) The \$5 or \$10 expended for your mechanic's time may save you from purchasing a smash-up which has been reconditioned to look almost new, or a car just about ready for general overhauling, an engine-reboring job, or new transmission gears.

In making your selection, do a little paper work before you even visit the dealer. Decide first of all whether you want to buy one of the cheaper cars (*Ford*, *Plymouth*, or *Chevrolet*) or one of the higher-priced makes (*Buick*, *Studebaker*, or *De Soto*). The cheaper cars always have a resale value which is a higher percentage of the original cost than that of the higher-priced ones. The higher the original price of the car when new, in general, the greater its depreciation and the greater the proportionate depreciation in terms of percentage of original price. It is worth while to note that this depreciation has no relation whatever to the condition of the car, so that a barely used secondhand car or even a "demonstrator" model may cost no more than one that has been abused and turned in in poor

condition. On the larger cars, of course, more gasoline and oil and more expensive tires will be used, and repair bills, when repairs are needed, will be higher.

SELECTING the dealer is the next step after you have decided what model, type, and price you are looking for. Even if you have a mechanic look over the car which you plan to purchase, it is always important to buy from a dealer who has a good reputation for fair dealing and "no tricks." The ways of gypping the customer in this business without committing an illegal act are too numerous to mention. If your friends are in the habit of turning in their cars each year for new models, shop around a bit to see if you can't find one of these cars which has had good care. Dealers, as a rule, are glad to know of a prospective customer for trade-ins and will be glad to take a smaller but sure profit on a quick turnover.

Remember that a used car is usually turned in for one of three reasons: (1) Because of failure to meet monthly payments when a car has been bought on time; (2) In order to avoid extensive overhauling (also, perhaps, several new tires and various little repairs); and (3) Because the owner is in the habit of turning in his car each year for a new model.

The last car is likely to be the best buy although much depends on the treatment it has received. For instance, cars previously owned by salesmen and used in their business may look newer than many a car driven only a fraction as far, but will have been driven 20,000 to 30,000 miles or even more and although only a year old may be at the point where extensive engine or body repairs are needed. The odometer reading will be of little value in determining the actual mileage run as odometers are often reset, sometimes to zero, just to obliterate the record of the car's previous use.

IN case you want some check up on your mechanic to be sure he has looked at the most important things, here is a list of questions to ask him:

1. Is there much wear on and around the clutch, brake, and accelerator pedals? (Excessive wear indicates that the car has had hard usage. New pedals are suggestive of an attempt to deceive the customer as to the amount of service the car received.)

2. Are all four tires of the same make and worn smooth? (This is the only way in which you can approximate how many miles the car has run.) Do the tires look as though they had been regrooved to make them look almost new? (If they have, you can count on an outlay of money for four tires, right off the bat.)

3. Are there slip covers on the upholstery? If so, what is the condition of the upholstery beneath them?

4. Are there any signs that any of the fenders have been welded and straightened to an extent suggesting a serious crash or collision?

5. Has the frame been straightened, or have other essential parts of the car been welded, indicating that extensive repairs have been made?

6. Are the wheels properly aligned? (Do front tires show uneven or "wavy" wear?)

Assuming that the answers to all these questions still give the car a good rating, get permission to take the car out without having the salesman with you. Don't just drive it around the block either. Take it up hills and see how well it pulls, whether the engine is noisy, and whether there is slap or looseness in the transmission. Take the car through traffic; see how the brakes work when you stop suddenly; see whether the clutch grabs. Try the emergency brake on a steep hill to see if it will hold. Drive the car at night to see how the lights work. Take the car home and let it stand in the drive while you survey it thoroughly

from all angles. There may be a hubcap missing which should be replaced before you buy it, or the windshield may be clouding up from the edges and a new one be needed. One man who took his prospective purchase into the country and got out to take a long careful look at it, discovered that in just the right light he could see underneath the paint the name of the taxicab company that had operated the car in hacking service previously. Needless to say, you wouldn't want to buy a used taxicab.

Don't let the dealer hurry you. Secondhand cars today are a drug on the market. If the dealer seems to want particularly to sell the car you are considering, it is quite possible that there is something wrong with it which makes him anxious to get rid of it before you discover its defects.

PERHAPS the little number you are trying out has come through with flying colors, in which case you are ready to hand over the cash and take title. You will find that you will save money by paying the dealer cash rather than by paying for the car on time. If your earning power and repute in your community are good, a bank will be glad to finance the purchase for you with an interest charge of 5 to 10 per cent, depending on the bank. Be sure that you know exactly how much money you need to borrow. In addition to the price of the car, there will be insurance, transfer and license fee, and maybe a state sales tax and filing fee. If possible, you should have in writing a guaranty to the effect that essential repairs will be made free of charge within a certain length of time. Ninety days is tops—given as a rule on "demonstrator" models. This guaranty corresponds to a new car guaranty. Go over your sales contract with a microscope and read everything on it, *especially* the fine print. Don't sign any contracts that have blank lines in them. Draw strong ink lines through them.

All this advice may sound rather complicated, especially

to the woman who usually makes up her mind quickly and wants to go right down to the nearest dealer and drive away with the first secondhand car that seems at first sight to suit her purse and fancy. Under these circumstances, no woman should buy a secondhand car. It requires care, skill time, and trouble to pick a safe buy. If you're going to act in the traditional feminine fashion, wait until you can afford a brand-new car. On the other hand, if you like shopping for cars and have a good mechanic and a male friend with inexhaustible patience, here is a list of makes which Consumers' Research has recommended in the past six years (1933 through 1938) eliminating those models which developed certain defects during use.

Only cars retailing for less than \$1000 (factory price) when new have been considered.

Recommended

Price Group 1—\$275 to \$510

Chevrolet Standard 6, 1933, 1934

Willys 4, 1937

Price Group 2—\$535 to \$589

Chevrolet Master 6, 1933; *Chevrolet Standard*, 1936

Ford V-8, 1933

Plymouth 6, 1933; *Plymouth Business 6*, 1935

Willys 4, 1938

Price Group 3—\$595 to \$770

Chevrolet Master 6, 1936, 1938

De Soto 6, 1933

Ford V-8, *De Luxe*, 1936; *Ford V-8*, *Standard*, "85," 1938;
Ford V-8, "60," 1938.

Plymouth De Luxe 6, 1934, 1935, 1936; *Plymouth Business 6*, 1938

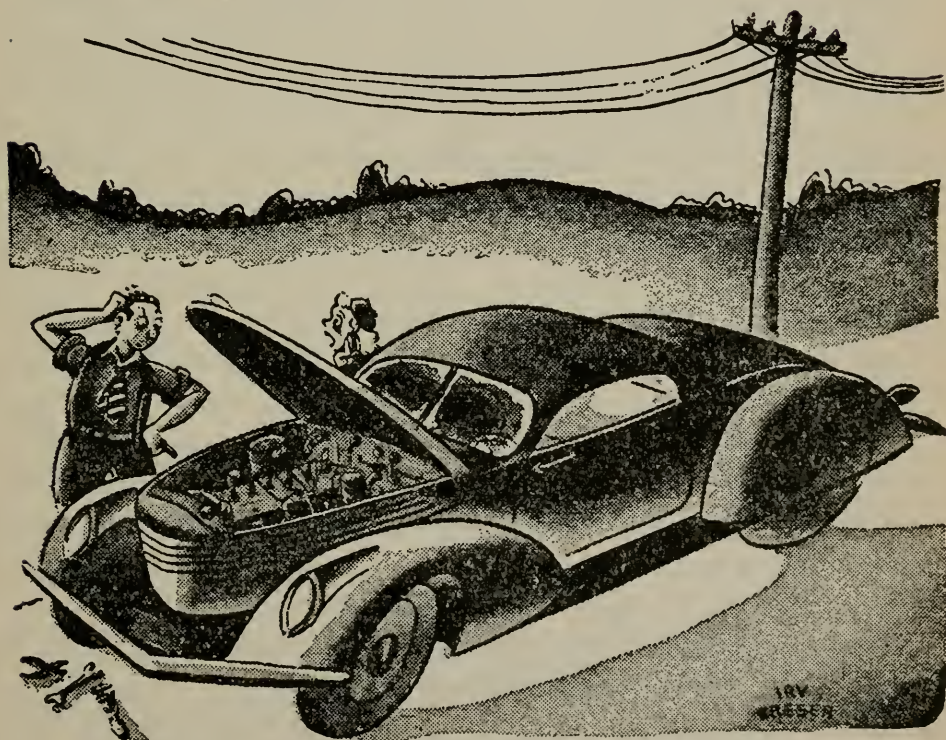
Pontiac 8, 1933; *Pontiac 6*, 1937

Studebaker Dictator 6, 1934, 1935, 1936.

Price Group 4—\$785 to \$900

*Buick 8, 1936**Chrysler 6, 1933; Chrysler Airstream 6, 1935**Chevrolet Master De Luxe 6, 1938**De Soto Airstream 6, 1935, 1936; De Soto 6, 1937**Dodge 6D8, 1938**Oldsmobile Standard 6, 1933; Oldsmobile 6, 1934, 1936, 1937**Plymouth De Luxe 6, 1938**Pontiac 8, 1934, 1935; Pontiac De Luxe 8, 1936*

Price Group 5—\$915 to \$1000

*Chrysler Royal 8, 1933; Chrysler Royal 6, 1938**De Soto Airflow 6, 1934; De Soto 6, S5, 1938**Oldsmobile 8, 1933, 1934**Pontiac 6, 1938**Reo Flying Cloud 6, 1933**Studebaker 6, 1933, 1938*

"Maybe one of the streamlines got clogged!"

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Only Saps Buy at Retail for Cash

By

PAUL BRINDEL

EVERY man when he sets out to buy something has a common objective—the highest quality for the lowest price. In most communities, a purchaser is pretty well restricted in this objective; there is seldom a variation of more than 10 percent in the retail price of identical merchandise. But in Southern California—"Cuckooland" as it was christened by our leading pictorial magazine recently, there is almost no price limitation for the smart, discriminating *cash* buyer. In fact, it can be bluntly said, that in Southern California and Los Angeles in particular, "Only Saps Buy at Retail for Cash!"

To forestall a deluge of indignant telegrams from irate merchants, let me hasten to support this statement. Like many states, California has a *retail* sales tax—3 percent. Only food (not meals) and gasoline are exempt. Wholesalers' and jobbers' invoices must show the retail sales tax license numbers of their California customers to prove that such merchandise is for resale. The California *retail* sales tax is administered by the State Board of Equalization. Its records show that 95 percent of the wholesalers, jobbers and manufacturers in California hold *retail* sales tax licenses.

Now these licenses involve periodical inspections of accurate sales records and frequently cash bonds. No wholesaler or jobber would subject himself to this expense and inconvenience *if he were not doing a retail business* and therefore required by law to have a *retail* sales tax license. And why have California wholesalers and manufacturers

thus forsaken the customary ethics of their trade to do a retail business of millions annually?

First, because cash talks in Southern California just as in any community. The lot of the average Los Angeles wholesaler is far from a happy or normal one. His customers are scattered over the largest area of any city in the world; some of them have \$5,000 worth of fixtures but only \$1,000 in stock; few of them know even the rudiments of merchandising; while worst of all, a billing of "2 percent 10th prox., 30 days net," usually means 60 to 90 days or a "compromise." Facing this situation, California wholesalers and manufacturers are daily deluged by individuals eager to pay spot cash, haul their purchases away and keep their mouths shut except to tell a few friends. These buyers include policemen and firemen, city, county and state employees, school teachers—all better paid than in most Eastern cities—plus motion picture studio employees (not actors) and ordinary citizens with ready cash. In fact the movies years ago started the "buy it at wholesale" vogue. Executives, technicians, etc., learned that their studios were buying thousands of dollars' worth of merchandise monthly at wholesale and soon began getting their personal automobile tires, radios, pianos, furniture, mechanical refrigerators, etc., through the same channels. Today these "buy it at wholesale" folk represent a huge, *cash* volume. Their business is tolerated if not welcomed by nearly every jobber and manufacturer in "Cuckooland." Let us see how the system works.

In a state with one automobile to every 2.8 persons and where even relievers retain or buy cars, gasoline and oil purchases are an important item. On November 20, 1938, established prices for gasoline in Los Angeles were 21 cents (premium), 18 cents (regular) and 16½ cents (third grade). Yet in scores of stations, the state's fair-trade practice act notwithstanding, it was possible to buy the same

grades of gasoline for 18, 15½ and 12½ cents respectively—a discount of up to 25 percent. Oil such as Penzoil, Quaker State, Hyvis, Kendall, etc., retailed for 30-35 cents. This same oil can be purchased by almost anyone in case lots for 20-25 cents. The Gulf Oil Corporation which distributes in the East a nationally advertised premium oil at 35 cents per quart, recognizes Southern California's "buy it at wholesale" mania by offering by mail its 35-cent oil as low as 73 cents per gallon f.o.b. Port Arthur, Texas.

The volume of wholesale radio buying among Los Angeles County employees is such that one employee holds a Philco retail "franchise" and likewise supplies Kelvinators at wholesale to his colleagues. Several excellent radios are manufactured in Los Angeles. Walk in with cash and you'll walk out with any set for retail list less probably 40 percent. It's the same story with the local manufacturers of gas and electric stoves, mechanical refrigerators and furniture. With the latter, "caveat emptor" applies, for only an expert can tell "borax" from real furniture.

Because so many retailers carry skeleton inventories, men's apparel items like shirts, ties, socks, etc., present no difficulties if you can use half a dozen. Men's clothing, suits, topcoats, sports jackets offer a field day of opportunity; in no other American city can you buy tailored clothes of imported woolens for so little. The procedure is involved but effective.

Just 140 miles south of Los Angeles is Tijuana, Mexico, a "free port" which means that Mexico charges only 3 percent to cover customs bookkeeping, etc. Any American resident (you don't even have to be a citizen) can bring back U. S. customs duty free from Tijuana, as from any foreign country, \$100 worth of merchandise for his own use or gifts. Tijuana buyers of Galashiels and Harris tweeds, Irish Donegals, French gabardines, etc., at an average of \$17.50 for a suit length, soon discovered that in

Southern California, like most U. S. communities, retail "tailoring" today is a "cut, trim and make" proposition—most tailors sending their work to wholesale shops charging from \$12.50 to \$25 for labor and findings. On this "cut, trim and make" most tailors figure 100 percent, likewise on cloth. But in Southern California thousands of suits are made annually in these "cut, trim and make" shops for the consumer from cloth purchased in Mexico, thus making possible for \$35 a tailored suit retailing in most cities for \$70.

Naturally all this evokes no cheers from orthodox retailers, California newspapers or the Better Business Bureau. The latter is constantly battling racketeers seeking to lure the uninitiated into retail fur, jewelry, hosiery and furniture stores disguised as wholesalers. Strangely enough, with all its "buy it at wholesale" activity, Southern California has no successful consumer cooperative. The nearest approach is the State Veterans Welfare Board's housing program which has provided homes for 16,000 veterans at wholesale, plus group life insurance at \$1 per month per \$1,000. With the first Democratic governor in 44 years taking office in January and pledged to aid consumer cooperatives, the door is open for these 16,000 veterans to extend their cooperative buying to other items. Certainly the future of the average Southern California retailer is far from bright.



How Safe is Aspirin?

By

George W. Fiero, Ph.D.

ASPIRIN (acetylsalicylic acid) is probably the drug most widely used by today's consumers—both by the general public for self-medication and on physicians' prescriptions. Recent statistics indicate that the annual consumption of aspirin in the United States is equivalent to over seven billion tablets or something like 55 tablets a year for every man, woman, and child in this country. A survey of substances dispensed by druggists in filling physicians' prescriptions showed aspirin second only to distilled water!

This wide use is undoubtedly due to a large extent to the extensive advertising. Advertising has made a variety of claims for the drug, many of which have been found to be false and fraudulent—as indicated by seizures and prosecution by the Food and Drug Administration when such claims have been made on the label. Cures were claimed for: toothache, earache, rheumatism, lumbago, neuralgia, sciatica, neuritis, gastric disturbances, sore throat, influenza, sleeplessness, sore joints and muscles, periodic pains, and grippe. An aspirin distributor's widely advertised claim for use of the drug as an antiseptic gargle was the cause for a seizure on grounds of false and fraudulent statements of therapeutic value.

Advertising claims were made that aspirin would not only relieve pain, but would induce sleep due to a sedative action, whereas, according to the Federal Trade Commis-

sion, the drug may in some cases relieve pain, but has no sedative nor hypnotic properties and has no direct effect upon inducing sleep.

Not only has aspirin been advertised for the treatment of seemingly every ache and pain imaginable, but the claim has been made time and again that aspirin is harmless, by such statements as: "no harmful after-effects follow its use—it does not depress the heart—it cannot harm the heart—is always safe—perfectly harmless—you can take it every day without harm." The truth and fact, according to the Federal Trade Commission, is that (1) there are persons by whom it may not safely be taken even in small or moderate doses, (2) there are *many* persons who may not safely take into the system amounts in excess of the prescribed or usual dose, and (3) there are *many* persons to whom the use of such tablets in excessive amounts is highly dangerous and *may be fatal*. In the particular case involved, the company did not contest the Commission's findings and agreed to discontinue making the offending claims.

Aspirin, properly used, is a very valuable drug. Like many other valuable drugs, however, it is capable, in sufficient quantities, of producing toxic (poisonous) symptoms. This fact would not be known to the average consumer. Medical literature, however, has recorded numerous cases of *fatal* aspirin poisoning! The Council on Pharmacy and Chemistry of the American Medical Association pointed out in 1935 that there have been numerous cases of toxicity and some fatal cases of poisoning.

One might divide the toxicity of aspirin into three types. First, acute toxicity, in which case poisonous symptoms or death follow the administration of an excessive dose (many tablets) of the drug, either accidentally or for purposes of suicide.

Second, there are people who are allergic or have an

idiosyncrasy towards the drug, and may be susceptible to very small amounts. There are cases on record of almost immediate death following the taking of as little as *one five-grain tablet* by such persons. Anyone who is susceptible at all to bad effects from aspirin should be extremely careful in using it.

Third, as in the case of other drugs, there are chronic symptoms resulting from habitual or continual use of the drug. These are the most difficult to diagnose, as there is no immediate effect.

Two physicians, reporting on the subject, conclude that "an abnormal response to acetylsalicylic acid [aspirin] is probably more common than to any other drug." The Council on Pharmacy and Chemistry of the American Medical Association points out that "it is certain, however, that there are many more such instances which *do not find their way into print* and that there is *always* possibility of injury to the individual." [Italics mine.]

Deaths due to aspirin are by no means unknown, but it is true that they are a very minute percentage when one considers the enormous extent to which aspirin is used. On the other hand, we do not know to what extent aspirin causes chronic or habitual symptoms or disorders. For example, it was recently pointed out with respect to the alarming number of cases of hardness of hearing that these are, in some instances, due to excessive use of aspirin. Doubtless there are numerous other chronic conditions which will be found to be caused or at least fostered by excessive use of aspirin.

The use of aspirin, or any other drug, to counteract pain may often result in neglecting a serious ailment or incorrectly influencing a physician's diagnosis. As Dr. Cary Eggleston put it, "The way aspirin kills is by deadening pain. Make no mistake about pain. It is unpleasant but it is beneficial. It is a red flag set up by nature to warn us that

something has gone wrong. Aspirin pulls down that flag and makes people think everything is all right—till often it is too late to make it right. Thousands and thousands are dying every year from such diseases . . . for no other reason than that aspirin lulls them into a false sense of security . . . and allows the disease to work under cover till it gets a grip that no medical skill can break.”

To sum up briefly, the use of small and infrequent amounts of aspirin by individuals not allergic to the drug *solely for the treatment of minor pains of short duration* may be harmless. To be sure, aspirin is less toxic and less dangerous than acetanilid (see *Consumers' Digest*, November, 1938). On the other hand, aspirin should not be employed habitually or in excessive doses *regardless of the dosage recommended by the manufacturer*. This applies likewise to effervescing drinks widely advertised and used to combat the effects of “the morning after,” or other preparations containing aspirin. If one has unusual reactions after a dose of aspirin, he may be allergic to the drug and should never take it except upon the advice of a physician who knows of this allergy.

* * *

In order to discover whether there was any significant difference in quality in the various brands of aspirin on the market, ten widely sold brands were tested for their conformance with U.S.P. standards for purity. On the basis of the test findings, *Consumers' Digest* rates nine brands as follows. (Consistent with the *Digest's* policy of giving recommended listings only, the brand which could not be recommended was omitted.) Readers will note that there is a very large difference in price between the various brands which ranged from 14 cents for 100 tablets (0.14 cent per tablet) of *Macy's Aspirin* to 15 cents for 12 tablets

(1¼ cent per tablet) of *Bayer Aspirin*. There was no significant difference in purity between these two brands. (It should, of course, be noted that the price per tablet depends somewhat upon the quantity purchased.)

RECOMMENDED

Bayer Tablets of Aspirin 5 gr. (Bayer Co., 170 Varick St., N. Y. C.) 12 tablets, 15 cents; 24 tablets, 19 cents.

Macy's Aspirin Tablets 5 gr. N. F. (R. H. Macy & Co., Herald Square, N. Y. C.) 100 tablets, 14 cents plus postage.

McKesson's Aspirin 5 gr. (McKesson & Robbins, Inc., 3674 Third Ave., N. Y. C.) 36 tablets, 25 cents. Salicylic acid content very slightly in excess of U. S. P. limit.

Norwich Aspirin 5 gr. (Norwich Pharmacal Co., Norwich, N. Y.) 36 tablets, 25 cents.

Pure Genuine Aspirin : 5 gr. (Midwestern Drug Products, Inc., Detroit) 100 tablets, 19 cents.

Squibb Aspirin 5 gr. (E. R. Squibb & Sons, 745 Fifth Ave., N. Y. C.) 12 tablets, 10 cents.

St. Joseph Genuine Pure Aspirin (St. Joseph Co., Memphis, Tenn.) 12 tablets, 10 cents.

QUALIFIED RECOMMENDATION

Approved Aspirin Tablets 5 gr. (Distrib. Sears, Roebuck & Co.) 100 tablets, 29 cents plus postage. Ash found in test slightly in excess of U. S. P. limit.

Puretest Aspirin 5 gr. (United Drug Co., Boston) 36 tablets, 25 cents. Salicylic acid content somewhat in excess of U. S. P. limit.



Leather Shoes

For Men and Women

THE shoe is a pig in a poke to ninety-nine out of a hundred consumers. There is probably no other article of apparel concerning which the average individual's ignorance is more colossal, nor is there any product in respect to which his risk of being stuck by a bad product, or by his own or the shoe clerk's poor judgment, is greater.

Even the young high school graduate who has had an expensive education in French irregular verbs and the Gallic wars will not know a "shank" from a "vamp" nor a "counter" from a "quarter"; he will very likely not know, even in the most approximate sense, how a shoe should fit his foot, or have any idea of the ill consequences to health and comfort that can follow the purchase of a badly designed or badly fitted shoe.

Shoe Fitting

The elements of a properly designed and well-fitting shoe are, however, simple enough—a straight or nearly straight inner line, length sufficient to give one-half to three-quarters inch of space beyond the toes (an inch for children's shoes), width at the toes sufficient to allow the toes to spread fully in a lateral direction when standing and walking, location of the big joint of the big toe just at the point of rounding-in of the sole on the inside edge of the shoe near the instep, heels broad and low. Shoes should fit

snugly from the back of the heel to the ball of the foot, but loosely from the ball to the end of the toes.

The results of the failure on the part of the consumer to buy correctly fitting shoes are a vast amount of discomfort and many physical ailments. Women, much more often than men, wear unhealthful shoes. The young girl wants very dressy and stylish shoes, which are usually bad for her feet and general health. For the sake of wearing high-heeled shoes which are thought to "slenderize" and "make the foot look small," a young woman will suffer all manner of discomfort, ruin the shape of her legs, increase the prominence of her hips and abdomen, and acquire a sway-back. These unattractive and unhealthful posture defects are not merely imagined results of wearing improperly designed and wrongly fitted shoes, but have been observed by scientific investigators of the shoes and posture of girls in high schools and colleges. Poorly fitting shoes worn at one time or another for long periods are the cause of practically all foot defects other than those which are hereditary or congenital.

If high heels must be worn at times (and many women will consider them necessary from a social standpoint), they should be worn only a few hours at a time. If high heels have been worn regularly and for a considerable period, however, the change to low heels should be gradual in order that the leg muscles and Achilles' tendons may have an opportunity to adjust themselves to normality.

New shoes must be tried on in order to determine fit. It cannot be overemphasized that, in the present totally chaotic state of shoe standardization, selection by numbered size and width is entirely unreliable. The shoe consumer should forget his or her supposed size number and think only of fit and comfort, for the shoe trade has found it convenient to misrepresent or conceal sizes as a means of flattering the

customer, or making the sale simpler or easier. Shoes should be tested for fit with the wearer standing in them. Only the wearer can tell if the big joint of the big toe coincides exactly with the point of sharp rounding-in of the sole on the inside edge of the shoe near the instep. If the big joint falls even a little forward of this proper place in the shoe, the shoe is too short and may give trouble and cause discomfort. A well-made shoe that fits correctly is comfortable to wear even when new and requires almost no "breaking in." Comfort when a shoe is new is determined partly by correct fit and partly by good design and workmanship. Look out for trouble in any event, if a shoe starts out definitely uncomfortable; and avoid the shoe salesman who advises you to take it anyway because it will come out all right when you have worn it for a time.

Consumers having foot ailments should not resort to orthopedic and corrective shoes without the advice of a competent orthopedic consultant. Many of the numerous brands of shoes purporting to be medically approved or sponsored are merchandised under conditions that work to the consumer's disadvantage in one way or another or to some degree. Proper application of corrective shoes necessarily involves personal, graduate-medical contact with the patient, his feet, and his problems. Too often, instead of helping the ailment, "corrective shoes" make matters worse.

Materials

The durability of a leather shoe is determined by the kinds of leather used, by the quality and treatment of the material, and by the method of putting the shoe together. If the trade were interested in dealing fairly with the consumer, shoes would be labeled in such a way as clearly to inform the buyer of their construction and material and quality of the principal parts, such as the soles, uppers,

counters, and heels. There are few items of common use with respect to which it is more important to give the purchaser a clearer idea of concealed elements of construction and design. It would be safe to say that the knowledge of the formula and ingredients of a shoe would provide almost as valuable a safeguard to the consumer as a knowledge of the formula and ingredients of a headache remedy or pain-killer.

Sole leather is made from heavy cattle hides. The leather may be vegetable-tanned or chrome-tanned. If chrome-tanned, it is necessary to wax the sole to make it satisfactorily water-resistant, except in very dry regions of the country. Waxed chrome soles, though they do not wear so well as unwaxed chrome soles, do wear better than vegetable-tanned soles, and for this reason are often used on shoes which are to be given hard wear. Vegetable-tanned soles are, for dress shoes, regarded as generally preferable to chrome-tanned soles; they are more porous than the waxed chrome-tanned soles and hence are more comfortable (keep the foot cooler in hot weather); yet they are sufficiently water-resistant for ordinary use. The soles of Army and Navy officers' shoes conforming to official specifications have vegetable-tanned soles.

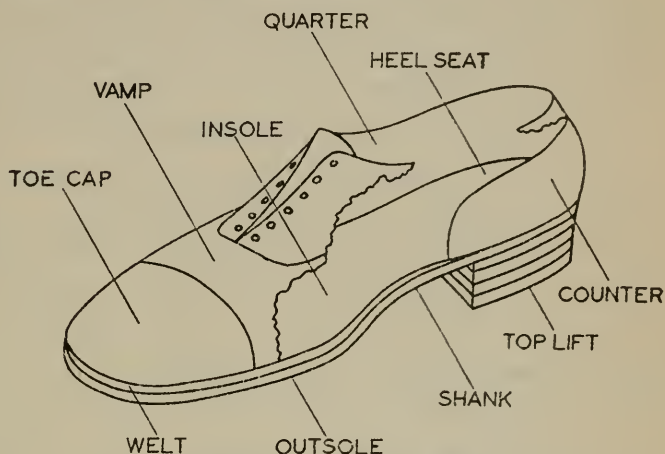
Genuine calfskin is one of the most satisfactory of leathers for uppers, because of its pliability, smooth texture, and strength.

Other good leathers for the upper parts of a shoe are kid leather (so called), cordovan, coltskin, horsehide, "elk," kangaroo, pigskin, buckskin, ostrich, shark, sealskin, and reptile skins. Kid leather, which is not kidskin, in fact, but goatskin, is thinner and more pliable than calfskin and is fine for women's shoes. Cordovan, which is made from the rump of the horsehide, is extremely durable but heavy, stiff, and non-porous, and hence does not make for coolness of the feet in hot weather. (In making cordovan, an inside

layer of the hide is used.) Coltskin and horsehide are good for men's heavy shoes.

'Elk' is not elkskin but cattle hide or heavy calfskin of special tannage. Lightweight "elk" is made into sport and children's shoes and makes a soft sturdy shoe.

Sheep and lamb skins are too soft and pliable to make satisfactory uppers. "Bargain" kid shoes are likely to be made of sheepskin. Patent leather is varnished or enameled



Principal parts of shoe.

leather—usually cattle hide—and has little to recommend it except its neat appearance. Patent leather checks and cracks when it grows older. It is uncomfortable because it is stiff and nearly airtight and watertight.

Desirable linings are good soft leather for the back part of the shoe and good-quality fabric or soft leather for the front. The quality and workmanship of a shoe lining are of vital importance to the wearer. A carelessly made or poorly finished lining material can cause untold misery to the wearer of the shoe, and can in time produce such serious chafing and irritation as to make it practically unwearable. It is worth while, therefore, for anyone to examine the lining and its finish and smoothness, at least as carefully as one examines the more conspicuous parts.

Toe caps and counters (see illustration), to be durable, should be made of good leather. The counters of most

men's shoes are leather; but counters of women's shoes are generally paper. Insoles should be made of porous flexible leather.

Tests of Men's and Women's Shoes

More than two dozen samples of well-known brands of men's and women's shoes were dissected and subjected to numerous tests by Consumers' Research. Comparative resistance of the upper leather to scuffing was determined on a testing machine especially designed by Consumers' Research for the purpose. In determining the ratings, principal weight was given to the measurements for resistance to abrasion and to other characteristics of the sole.

Prices of the men's shoes tested ranged from \$3.95 to \$10; of the women's shoes, from \$2.85 to \$10.98. The highest-priced shoes were found in the test to be good shoes, and fortunately, some low- and medium-priced shoes were also found to be of good quality. When two prices are given in the listings, the first is the advertised retail price, and the second, in parentheses, is the price actually paid at retail for the shoes tested. Unless otherwise stated, sole-abrasion resistance was found to be average. Of 14 samples of women's and 14 samples of men's shoes tested, the following are recommended.

Women's Shoes

RECOMMENDED

Regal (Regal Shoe Co., N.Y.C.) \$3.95. Littleway construction. Good sole-abrasion resistance.

Red Cross (United States Shoe Corp., 1658 Herald Ave., Cincinnati) \$6.50. Good sole-abrasion resistance. Had better quality upper leather than *Regal*, but counter not so well constructed.

Rugby (Sold by R. H. Macy & Co., Inc., N.Y.C.) \$5.98. Turned construction. Good sole-abrasion resistance. Shoe was constructed of good materials and was one of the few

women's shoes having the desirable leather counter. Its heel base was of wood, which is relatively undesirable, though it does contribute to lightness of weight. This is one of the few shoes available year after year in a wide range of sizes from the narrowest to the widest widths.

Florsheim (The Florsheim Shoe Co., 541 W. Adams, Chicago) \$9.75. Shoe was well made, of good materials, and was one of the few women's shoes having a leather counter. Full lining of leather may be considered too hot for some feet. Had wooden heel base (see under *Rugby*).

QUALIFIED RECOMMENDATION

With exception of the *Endicott-Johnson* shoe, the following shoes were made with unprotected paper counters. This is considered undesirable, as counter would fail if wet and shoe would be unable to hold shape.

Bean (Distrib. L. L. Bean, Freeport, Maine) \$3. Rubber sole; found less durable than good leather. The uppers were of split leather.

Endicott-Johnson, No. 02221 (Endicott-Johnson Corp., Endicott, N.Y.) \$2.85. Materials were of relatively low quality; although counter was of paper it was protected with water resistant felt.

Enna Jettick (Dunn & McCarthy, Inc., Auburn, N.Y.) \$5. Good sole-abrasion resistance. Materials about average in quality.

Improved "Sportster" Scout Shoe, De Luxe Model (Sold by Stern Bros., N.Y.C.) \$4.98. Uppers of good quality leather.

Indian Walk (Sold by Foot Form Shoe Shops, Inc., N.Y.C.) \$7.85. Good sole-abrasion resistance. Materials about average in quality.

Men's Shoes

RECOMMENDED

Each of the men's shoes in the recommended group showed a good sole-abrasion resistance factor.

Bean Comfort, No. 400 (Distrib. L. L. Bean, Freeport, Maine) \$4.90 plus postage. A well-made, sturdy shoe. Comfortable

toe design; but blunt appearance may be objectionable to some persons. Made only in D and wider widths.

Nunn-Bush, No. 1371 (Nunn-Bush Shoe Co., 2822 N. Fifth, Milwaukee) \$8.75 (\$6.95). Good materials and construction. Thick sole.

Walk-Over, No. 3841 (Geo. E. Keith Co., Brockton, Mass.) \$8.50 (\$7.45). Well-made shoe of good materials.

Bostonian, No. 2471 (Commonwealth Shoe & Leather Co., Whitman, Mass.) \$10.50 (\$8.75). Good materials and construction throughout.

Florsheim, No. M2089. (The Florsheim Shoe Co., 541 W. Adams, Chicago) \$10. Very sturdy. Full leather lining, though giving smooth inside finish, has disadvantages for persons suffering from hot or sweating feet.

Nettleton Buckminster, No. 063 (A. E. Nettleton Co., Syracuse, N.Y.) \$13.50 (\$7.85). Heavy Scotch grain leather, not well suited to summer wear, except in cooler regions. A very well-made shoe.

Stetson, No. 1086 (Stetson Shoe Co., Inc., S. Weymouth, Mass.) \$11.50 (\$9.95). A good, well-made shoe.

QUALIFIED RECOMMENDATION

Douglas, No. B3508 (W. L. Douglas Shoe Co., Brockton, Mass.) \$4.40. Good design, but sole was least resistant to abrasion of all men's shoes tested. Reported not made in widths narrower than B.

Hanover, No. 38S (Sheppard & Myers, Inc., Hanover, Pa.) \$4. Well-made shoe, but leathers used were of only average quality.

Regal, No. 1267 (Regal Shoe Co., N.Y.C.) \$5.85. Sole third lowest in resistance to abrasion. Quality of upper slightly better than *Hanover*; sole not so good.

Quality of Bakery Products

By

WALTER W. SCOFIELD

Chief, Bureau Food and Drugs, New Jersey State Department of Health

THE people of this country demand purity and quality in foods and insist that foods be prepared and handled under clean conditions. This will of the people is expressed in laws, Federal, State, and municipal, which have been drawn to prevent the sale of filthy, decomposed, putrid, or adulterated foods. In general, courts have upheld these laws. . . .

I would like to point out that bakers should know the exact quality and also the exact composition of all raw materials used in the bakery. There is no necessity for the use of compounds of unknown composition and, as buyers, it is my opinion that you should insist upon a declaration of the ingredients of compounds, and that you should also purchase commodities upon definite specifications as to quality, purity, or standard. In this section of the country there are enormous supplies of foods of high quality available at prices only slightly higher than demanded for substitutes or for foods of inferior qualities. I would like to call your attention to some of the raw materials which you, as bakers, purchase and precautions which you should take to prevent the use of inferior articles:

Flour

Care should be exercised to see that flour used is free from filth and that supplies of flour are stored so that the

Talk before N. J. Bakers Board of Trade, Inc., Irvington, N. J.

product is not contaminated by insects or poisonous materials used to destroy insects.

Fats

Enormous quantities of butter manufactured in this country are available at reasonable prices. Authorities are generally agreed that butter has a greater nutritional value than other edible fats and preference should be given to butter. If shortening substances other than butter are to be used, care should be exercised that the composition is known, that these products are clean and free from rancidity. Care should be used in the storage of butter and edible fats in the bakery, as these products absorb strong odors and develop rancidity if not stored properly.

Milk Products

In the case of milk products, ample supplies of fresh milk and cream properly pasteurized are available. Condensed, evaporated, and dried milks of high quality are also available. Care should be exercised in the storage of these products in the bakeries, as the removal of portions of these products from containers results in some bacterial contamination which may spoil the remaining portion of the product if care is not used in storing the product under proper refrigeration. Containers in which fresh milk and cream are delivered to bakers should be rinsed free of all milk substance before returning the containers to the dealers.

Fruits and Nuts

The markets of this State [N. J.] are well supplied with fresh fruits during most of the year. Canned fruits or frozen fresh fruits of excellent quality are also available during those periods when fresh fruits are not available. Care should be exercised in the preparation of fresh fruits for use in the manufacture of bakery products to remove all adhering foreign matter from the surfaces of the fruit.

Dried fruits, raisins in particular, cherries, and nuts should be inspected to remove foreign or inedible substances, such as stones, wood, shells, or pits.

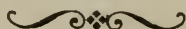
Eggs

Bakers have the choice of buying eggs in the shell of a definite quality which may be determined easily by candling the eggs or by breaking a number of them or of buying eggs which have been broken out of the shells and delivered in cans. The convenience to the baker of using eggs which have been broken out has caused many of the larger bakers to use this type of egg and, consequently, a large business has been developed in canned eggs. In this business eggs may be purchased as "whole egg," "whites," or "yolks" and also in the liquid state or in a frozen condition. While there are reputable firms breaking sound and wholesome eggs for the canned egg trade, there are other organizations breaking out decomposed eggs, which have been rejected from chick hatcheries because of infertility. To give an idea of the volume of business in incubator reject eggs in this State, one agent of our Bureau succeeded in condemning more than eight tons of the canned decomposed product in addition to several hundred cases of incubator reject eggs in the shell during the past year. Bakers are requested to use particular care in the purchase and receipt of canned eggs to satisfy themselves that this product is free from objectionable odors and is sound and wholesome. Certain dealers are offering egg substitutes of secret composition. In general, bakers are advised to avoid the use of such egg substitutes, as there seems to be no good reason for the manufacture and use of egg substitutes.

Colors

Colors are used in bakery products for decorative purposes or for the purpose of deceiving the purchaser of

the goods. The use of certified colors, such as bright red or green, in the icing of a cake deceives no one. The use of yellow in the preparation of cake to give the finished cake the appearance of having been prepared with a large quantity of egg substance does deceive purchasers and does conceal the inferiority of such a cake.



What's Your Allergy?

More than 10,000,000 persons in the United States, about 7 per cent of the total population, are allergic to certain foods and other substances, it is estimated by Dr. Theodore D. Beckwith, professor of bacteriology at the University of California.

Lecturing recently on the subject of allergies, Dr. Beckwith said there was reason to suspect that these figures were too conservative. Tuberculin reactions, he said, might prove that 40 to 50 per cent of the population is allergic.

Allergy is oversensitization to certain foods, drugs, animals, plants, climatic conditions, and emotional disturbances. Taken as a whole, the allergies constitute one of the largest groups of chronic diseases in medical practice.

The old saying, "what's one man's food is another man's poison," must have been coined as a popular definition of allergy, said Dr. Beckwith. Substances or foods that are perfectly harmless in themselves may act as a poison to others. One man cannot eat catchup on his meat because he is allergic to tomatoes. A housewife cannot use a certain brand of washing powder because it gives her violent headaches. A child may develop severe abdominal pains when it eats eggs.

Before medical science knew what allergy was, it was incorrectly diagnosed as such serious diseases as smallpox, cancer, tuberculosis, stomach ulcers, and many others. Today, by means of skin tests, the physician discovers what is the cause of his patient's upsets, and eliminates that food from his diet or that substance from his immediate environment.

Sales and Cinderellas

CAREFUL students of the daily press have noticed in the last two or three years a new fashion in pictorial advertising. Its distinguishing feature is a collection of balloon-like shapes issuing from the mouths of certain dramatis personae engaged in a play of human emotion—starting in a mood of despair and emerging in a blaze of social or professional triumph. The first picture is always of the furrowed brow, the drooping head, the balloon charged with words of suicidal gloom. The next will be more cheerful. The third perhaps a consultation among friends as to who shall tell the hero or the heroine the true facts. The fourth may be a visit to some specialist, who recommends (with the air of producing a novelty) a prescription long familiarized by expensive advertising to the entire British nation but unheard of hitherto by the hero or the heroine of the balloon drama. And, finally, the break in the clouds, the dawning of a new day, the ascent to triumph with love recaptured, popularity achieved, larger salary announced, greater responsibility accorded. The authors of these plays are no believers in a finish of Shakespearean tragedy.

You may perhaps have wondered sometimes who devised this drama of physical exhaustion, unpleasant smells, half-white cottons, greasy plates? Where does it all come from? To these questions the answer has recently been given by that amusing paper, *The New Yorker*, in an article describing how an American citizen amassed in a few years a fortune of \$25 millions out of the sale of an old-

fashioned proprietary medicine that was not selling well. A conference was called to decide what new talking point could be thought of. It was attended by an old chemist who had for years been in the service of the firm, and it went approximately along these lines.

"The old master," said the chemist, "used to say it was good for halitosis."

"Hali what was that?" said the sales chief.

"Halitosis," said the chemist. "Latin for bad breath."

"Eureka!" cried the sales chief, returning Greek for Latin.

Now the word halitosis was at that time little known to the majority of American citizens. It is still unknown to some editions of the *New English Dictionary* and was added to that generous work the *Concise Oxford Dictionary* only in 1929 as "abnormally foul breath." But for all that it did the trick. It brought in the fortune of \$25 millions. The sales manager's sound instinct had seized on it, and he went away and worked out the story of a girl called Ernestine who had on the surface everything to recommend her. She was good looking, witty, and charming. But she was a social failure. And why? Because without knowing it she suffered from that horrid thing, halitosis. "Ernestine shall henceforth sell our antiseptic." And, with her progress from shame to glory, she did.

Hitherto the mixture had been advertised in the old-fashioned "recommended by the medical faculty" type of advertising, and there was some difficulty in persuading other interested parties of the virtues of the new style; but once they had allowed Ernestine a trial run opposition melted and Ernestine reigned alone. Heil Halitosis.

This Ernestine has now a large and thriving family whose members all talk in balloons, and one and all tread the same path that she herself took. The English branch

alone is extensive and socially very various. One of her sons is engaged in a commercial firm. After great early promise he somehow lost his snap, added the figures in the ledger up all wrong, and was within hailing distance of the sack when a doctor told him about you know what, and within a month that managership of the Bombay branch was his. A daughter of hers, like Ernestine in her young days, simply could not get off, and at the tennis club dance we see her eyed askance by the young men, pitied by the other girls, a burden to herself. Told by a kind friend about the unfortunate chemical condition for which the scientific formula in advertising circles is b.o., and hearing by chance of Thingamajig, she became so popular that at the winter whist drive you could not get near her for the boys. That lady, too, is Ernestine's daughter, who had asked a couple of neighbors to supper with self and husband and is first seen in an agony of remorse as the guests sniff and stare in a meaning way at the plates on which the chicken soufflé (with so much trouble spent on it) has been served at her table. She is told confidentially of Whatisit, and at the last she sits—the regnant hostess of her native suburb—with her guests exclaiming as guests will, "But, darling, these plates are clean."

Luckiest of all is the dear old family physician. He has what may be called a mass-production practice with no troublesome variety. All his patients suffer from the same complaint. To each the diagnosis is offered in the same scientific language, which never changes by a comma from one visitor to the next. There he sits, the happy man, finger tips pressed together, reeling off the same old prescription for the same old malady at three guineas a nub, and never yet has he failed to effect a triumphant cure.

The truth is that Ernestine's family is working the Cinderella complex. Most of us, as we slave away at our monotonous jobs and endure the snubs and setbacks of out-

rageous fortune, know in our heart of hearts that we are Cinderellas; that we are really much finer and much abler and much more charming than the people who outshine us; and some little thing—we do not know what—is preventing our pre-eminence from being recognized. If only the fairy godmother would come along and show us to the world as we truly are, then the prince would worship us, the slipper would fit our foot, and we should immediately be raised to whatever particular glory it may be that we most desire. In business or in love or in social life we should enjoy a spectacular success, and the £2,000-a-year job, the murmur of adoration, the envy of rival hostesses would be ours at once. It is because Ernestine and her children come as the fairy godmother and tell us what the trifling obstacle has been that they make these \$25 million fortunes for their own parents.

It would be nice to end this article, as the advertisements themselves end, on a note of triumph. But a depressing thought intrudes. To make a fortune of \$25 millions you need to sell an incredibly large number of bottles of disinfectant, and it is difficult to believe that all the people who fell for Ernestine and bought her wares had their hopes realized. There are, after all, only a certain number of vacancies at £2,000 a year in branches at Bombay and only comparatively few young men who look like Valentino and make love as he could make it. And while we joyfully congratulate the young folk who get their heart's desire by cleansing their breath or freshening their persons or regaining their morning energy, let us spare a thought for those less happy ones for whom the fairy godmother in the bottle or the bar of soap or the tin of liquid food opened no doors, provided no princes, fitted no glass slippers. There must still be some here and there who after months of soaping and doping continue to repel the men and infuriate the boss. *Vae victis*. Latin for Poor Devils.

Confessions of an Ex-Advertiser

A Book Review¹

THERE is a sublime self-confidence about the men and women who write advertising copy which leads them to believe that the details of how they did this and that in pursuit of their duties in putting over tooth paste and breakfast food are of cosmic importance.

Back in the lush days of the 20's when advertising was in its heyday, there is no doubt that Mrs. Woodward's earlier book, *Through Many Windows*, was avidly read by every young hopeful aspiring to a job in an advertising agency. Having married a banker and retired to Sutton Place (fashionable New York residential section), Mrs. Woodward has lost touch with her former line of trade. One gathers that she still talks to the old crowd, but her book is the crumbs and fragments of secondhand information. For several chapters, for example, she takes us through the operations of Diller & Tiller, a mythical advertising agency putting on a campaign for the fictitious *Rosabella* canned fruits. The sequence of events may be entirely authentic but they lack the vigor and conviction of reality—indeed, are somewhat dull. Claude Hopkins, also a successful advertising writer did a more effective job, for example, in *My Life in Advertising* where he discussed from start to finish, naming names without hesitation, his classic campaign for the Quaker Oats Company which

¹ *It's An Art*, by Helen Woodward. New York: Harcourt, Brace & Co. 1938. \$2.50.

made *Puffed Wheat* and *Puffed Rice* household words.

It is true, of course, that advertising as a business has lost much of its early glamour and prestige. It was great sport in the early days to go the verbal limit in parting the consumer from his money. Nowadays intelligent folk are beginning to realize that the writer of misleading advertising copy is just as antisocial a manifestation as the "economic royalist," "prince of privilege," Wall Street manipulator, and other bogeymen of the New Deal. Mrs. Woodward is vaguely aware of this change in public opinion. She tries to excuse advertising, however, on the grounds that it is "merely an employee of business," but fails to point out that employees who cheat and rob customers have often gone to jail. She looks back with evident pride to the good old days before "... legislatures, both national and state, have passed some laws which keep the ad-writers of today from our *old glorious freedom to lie as much as we liked.*" [Italics ours.]

The adwriter's anticonsumer bias is also apparent in the chapter on cosmetics. Mrs. Woodward points out, as a number of others have already done, that much of the elaborate ritual of expensive cosmetics is nonsense. She discusses the simple ingredients which go to make up the formulae of various products. She gives the reader the impression, however, that she has a sneaking admiration for the customary policy of overpricing such brands as *Elizabeth Arden*, *Helena Rubinstein*, *Dorothy Gray*, and *Rose Laird*. If we remember that earlier in the book she explained with pride how she helped put the *Primrose House* line on the market, we can understand this anticonsumer bias. It is, therefore, no surprise to us when we read:

"A few women who buy expensive cosmetics know that they are no better than those they can get for ten or twenty cents. But they're busy proving that Veblen is right. They have these rows of jars and bottles on their tables to show that they have the money to pay for them. If a woman

spends three dollars for a jar of cream, or one-and-a-half dollars for a lotion, just to show she can afford it, that's her business. Why try to protect her? She gets three dollars' worth of satisfaction out of it."

The typical adwriter's conditioning that the consumer's dollar is to be taken away from him by hook or crook is apparently so strong that Mrs. Woodward sees nothing anti-social in her state of mind. She gets very mad because the *Saturday Evening Post* does not love the C.I.O. and acts as if this attitude were against the public interest—but gyping women who buy high-priced cosmetics is quite all right. Study groups and students of courses in consumers' problems may find this book of some interest as illustrative of the typical muddled social viewpoint of the average writer of advertising.



Our Synthetic Food

TO the epicure, pleasure has always been ascribed as life's objective. Take away the characteristic qualities of natural products which man is bound to tamper with so long as he is actuated by the greed of Midas, and what have you? Oranges picked green and chemically ripened, but no longer possessing the natural flavor. Jams and jellies containing little fruit juice with plenty of pectin, artificial flavor and color. Egg noodles with little or no egg and instead, lecithin from soya beans, colored with carotene. And so on ad nauseam. We live in a synthetic world of our own making. All the flavor and zest of life fade with the years. Our new generation will presumably acquire different habits and accustom themselves to different diets. We hate to see certain things go, however. One doesn't have to be an epicure to want to revel in taste and aroma. An appetizing dinner appeals to the eye and the nose, but flavor is the genuine test.

—*Year Book, 1938, of The Olive Oil Association of America Inc.*

Picking Your Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure
biog—biography
com—comedy
cr—crime and capture of criminals
hist—founded on historical incident
mel—melodrama

mus-com—musical comedy
mys—mystery
nov—dramatization of a novel
rom—romance
soc—social-problem drama
trav—travelogue

AA	A	B	C	
19	7	—	—	Adventures of Robin Hood ✓... <i>adv</i> <i>AYC</i>
—	10	6	1	Affairs of Annabel <i>com</i> <i>AY</i>
8	8	3	1	Alexander's Ragtime Band ✓... <i>mus-com</i> <i>A</i>
10	8	1	1	Algiers <i>mel</i> <i>A</i>
—	—	4	4	Always in Trouble <i>com</i> <i>AYC</i>
3	7	3	2	Angels with Dirty Faces ✓... <i>mel</i> <i>AY</i>
—	6	3	2	Annabel Takes a Tour <i>com</i> <i>A</i>
—	5	2	—	Arizona Wildcat <i>com</i> <i>AYC</i>
—	12	14	—	Arkansas Traveler <i>com</i> <i>AYC</i>
1	11	7	—	Army Girl <i>mel</i> <i>AY</i>
—	5	5	1	Artists and Models Abroad <i>com</i> <i>AY</i>

AA	A	B	C	
—	6	6	3	Blind Alibi <i>mys</i> AY
—	1	6	8	Block Heads <i>com</i> AYC
—	6	3	—	Blondie <i>com</i> AYC
—	7	5	15	Booloo <i>adv</i> AYC
8	8	3	1	Boy Meets Girl <i>com</i> AY
13	7	1	1	Boys Town <i>soc</i> AY
1	5	5	5	Breaking the Ice <i>com</i> AYC
—	1	2	2	Broadway Musketeers <i>mel</i> A
5	15	2	2	Brother Rat <i>com</i> AY
—	6	7	4	Bulldog Drummond in Africa <i>mys</i> AY
1	2	7	2	Call of the Yukon <i>adv</i> AY
—	4	6	5	Campus Confessions <i>rom</i> AY
5	12	3	1	Carefree <i>com</i> AY
—	7	6	3	Chaser <i>com</i> A
—	2	2	—	Cipher Bureau <i>mel</i> AY
13	7	2	—	Citadel <i>mel</i> AY
—	1	3	5	City Streets <i>mel</i> AY
1	—	—	3	Clown Must Laugh <i>rom</i> A
—	—	3	3	Come On Leathernecks <i>rom</i> AY
1	6	2	—	Cowboy and the Lady <i>com</i> AYC
1	7	8	4	Cowboy from Brooklyn <i>com</i> AY
—	1	1	5	Crime Over London <i>cr</i> AY
—	2	8	2	Crime Ring <i>cr</i> A
—	11	4	1	Crowd Roars <i>com</i> AY
—	2	5	5	Danger on the Air <i>mel</i> AY
—	1	2	1	Dangerous Secrets <i>rom</i> AY
8	10	—	—	Dark Rapture <i>trav</i> AY
—	3	6	2	Dark Sands <i>adv</i> AY
—	—	2	2	Delinquent Parents <i>soc</i> A
—	1	2	6	Desperate Adventure <i>com</i> AY
3	13	7	1	Doctor Rhythm <i>mus-com</i> AY
—	1	2	2	Down in Arkansas <i>com</i> AY
—	7	4	2	Down on the Farm <i>com</i> AYC
7	6	1	1	Drums <i>adv</i> AYC
4	5	3	—	Edge of the World <i>adv</i> AY
—	—	3	5	Exposed <i>mel</i> AY
2	12	3	2	Fast Company <i>mys</i> AY
—	4	10	6	Five of a Kind <i>com</i> AYC
7	7	3	1	Four Daughters <i>mel</i> AY
2	10	7	4	Four's a Crowd <i>com</i> AY
—	—	4	4	Freshman Year <i>com</i> AYC
—	—	2	8	Fugitives for a Night <i>mys</i> AY
—	4	7	3	Gangster's Boy <i>mel</i> AY
—	5	4	—	Garden of the Moon <i>mus-com</i> AY
—	1	8	8	Gateway <i>rom</i> AYC
—	5	4	3	Girls on Probation <i>cr</i> A
—	10	5	—	Girls School <i>mel</i> AY

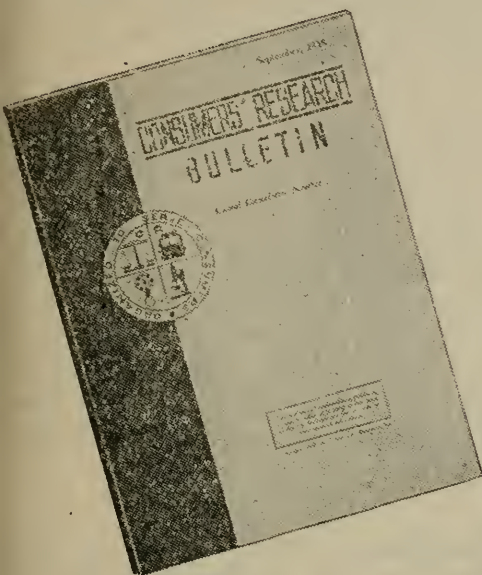
AA	A	B	C	
—	5	8	5	Give Me a Sailor com AYC
1	5	2	1	Gladiator com AYC
12	4	—	—	Great Waltz biog AY
—	2	5	2	Hard to Get com AYC
—	—	—	5	Held for Ransom cr AY
—	—	—	4	He Loved an Actress mus-com A
—	—	6	—	Higgins Family com AYC
—	1	3	1	High Command nov AY
—	—	5	2	Highway Patrol mel AY
3	12	3	1	Hold that Co-ed com AY
14	9	1	—	Holiday rom AY
2	9	3	—	I Am the Law mel AY
15	6	—	1	If I Were King hist AY
—	1	2	5	If War Comes Tomorrow mel A
—	3	5	2	Illegal Traffic mel A
—	9	7	3	I'll Give a Million rom AYC
—	—	2	3	I Married a Spy mel A
—	3	2	7	I'm from the City com AYC
—	—	4	3	Irish and Proud of It com A
—	2	4	1	I Stand Accused mel AY
—	7	11	6	Josette rom-com A
4	5	1	—	Just Around the Corner com AYC
—	—	1	7	Juvenile Court mel AY
—	10	4	1	Keep Smiling rom AYC
—	6	8	5	King of Alcatraz mel A
—	8	5	1	Lady in the Morgue mys AY
—	1	2	1	Lady Objects rom A
3	5	1	—	Lady Vanishes mys AY
2	10	5	1	Letter of Introduction rom AYC
1	10	3	3	Listen Darling com AYC
—	—	1	4	Little Adventuress mel AY
2	14	10	—	Little Miss Broadway com AYC
1	4	6	8	Little Tough Guy cr AYC
—	2	3	1	Little Tough Guys in Society com AY
18	4	1	1	Little Women nov AYC
—	1	3	3	Lone Wolf in Paris mys AY
4	13	4	1	Lord Jeff cr AYC
5	19	3	1	Love Finds Andy Hardy com AYC
1	9	4	6	Mad Miss Manton com AY
10	11	3	—	Man to Remember mel AYC
1	3	3	1	Man with 100 Faces mel AYC
13	5	3	1	Marie Antoinette hist AYC
—	—	4	4	Mars Attacks the World mel AY
—	—	5	5	Meet the Girls com A

AA	A	B	C	
—	—	—	3	Meet the Mayor com A
—	2	2	12	Men Are Such Fools rom A
5	6	8	1	Men With Wings adv AY
—	—	—	7	Missing Guest mys AY
—	—	2	5	Mr. Chump com A
—	3	3	2	Mr. Doodle Kicks Off com AY
—	1	3	—	Mr. Moto's Last Warning mys AY
—	—	2	4	Mr. Moto Takes a Chance mys AY
—	1	4	2	Mr. Wong, Detective mys AY
2	11	7	2	Mother Carey's Chickens nov AYC
—	5	6	5	My Bill soc AY
—	3	6	4	My Lucky Star com AY
—	10	2	2	Mysterious Mr. Moto mys AY
—	—	4	3	Mystery House mel A
—	—	4	—	Night Hawk cr AY
—	2	2	—	Outside the Law mel AYC
—	3	—	—	Out West with the Hardys com AYC
—	2	4	10	Passport Husband com A
—	—	6	7	Personal Secretary mys AY
—	1	7	5	Prison Break mel AY
—	1	6	5	Prison Farm cr A
—	1	1	4	Prison Train mel AY
5	14	7	2	Professor Beware com AYC
2	1	—	—	Pygmalion com AY
—	5	12	—	Racket Busters cr AY
4	14	3	—	Rage of Paris rom-com AY
—	3	9	6	Rich Man, Poor Girl rom AY
—	1	5	3	Road Demon mel AY
—	2	3	1	Road to Reno com AY
—	1	6	3	Romance of the Limberlost rom AY
1	5	4	—	Room Service com AY
—	4	7	1	Safety in Numbers com AYC
—	1	—	4	Secrets of an Actress rom A
—	6	6	3	Service de Luxe com AYC
—	2	2	1	Shadows Over Shanghai mel AY
—	2	3	1	Sharpshooters rom AY
—	—	3	1	Shining Hour rom A
5	10	8	1	Shopworn Angel rom A
—	—	4	13	Show Goes On rom A
5	12	4	1	Sing You Sinners com AYC
4	12	3	4	Sisters, The rom AY
3	1	1	—	Sixty Glorious Years hist AYC
—	7	15	4	Sky Giant mel AY
—	—	3	2	Slander House mel A
—	5	6	3	Smashing the Rackets mel AY

AA	A	B	C	
—	—	1	4	Sons of the Legion mel AY
3	4	6	1	South Riding rom AY
2	9	2	3	Spawn of the North mel AY
—	3	3	3	Spring Madness com AY
—	10	5	3	Stablemates mel AYC
—	1	7	4	Stadium Murders mys A
—	2	5	7	Storm, The mel AY
—	3	2	—	Storm Over Bengal mel AY
3	4	2	1	Straight, Place and Show com AY
—	2	4	1	Strange Boarders mys AY
3	7	3	—	Submarine Patrol mel AY
7	7	6	5	Suez rom AY
—	—	4	1	Swing That Cheer com AYC
—	—	3	6	Tarnished Angel rom A
—	1	4	4	Tenth Avenue Kid mel AY
—	5	—	1	Thanks for the Memory com AY
13	9	1	—	That Certain Age com AYC
4	16	5	1	There Goes My Heart com AY
1	8	9	5	The Texans adv AYC
—	—	1	5	This'll Make You Whistle com AY
—	16	3	3	Three Blind Mice rom AY
2	5	4	—	Three Loves Has Nancy com AY
—	7	2	2	Three on a Week End rom AY
—	5	5	3	Time Out for Murder mys AY
6	6	2	1	Too Hot to Handle mel AY
—	2	2	—	Torchy Gets Her Man com AY
1	6	6	5	Touchdown, Army mel AYC
2	6	6	9	Toy Wife rom A
—	5	6	6	Tropic Holiday mus-com AY
—	2	7	4	Under the Big Top rom AY
—	2	4	2	Up the River com AY
—	5	2	13	Vacation from Love rom AY
1	9	2	1	Valley of the Giants adv AYC
—	1	2	2	Wanted by the Police mel A
—	12	5	2	We're Going to Be Rich rom A
—	5	6	4	Wives Under Suspicion mel A
—	4	7	4	Woman Against Woman rom A
—	5	4	15	You and Me cr A
14	1	—	1	You Can't Take It With You com AY
1	15	1	2	Young Dr. Kildare soc AYC
—	2	3	6	Young Fugitives mel AYC
11	5	1	—	Young in Heart com AYC
—	3	2	1	Youth Takes a Fling com AY

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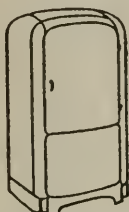
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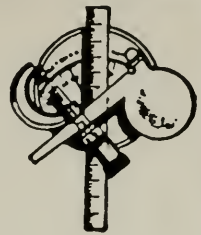
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CONSUMERS' DIGEST



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These subjects will be discussed in articles to appear soon in Consumers' Digest. Watch for them on your local newsstand.

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply a non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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Table Model Radio Sets

WHAT does the average consumer want when he buys a radio?

No doubt most radio manufacturers would be willing to invest a sizable portion of their advertising budget to find out—if there were any reliable means of doing so. Does the consumer want gadgets; “Automatic ‘Tip-Touch’ Tuning,” “Mystery Control,” “The Miracle Tone Chamber,” “The Labyrinth”? The sales and advertising departments certainly seem to think so.

Perhaps the real answer is that the likes and dislikes of the radio listeners are so many and so varied that it is impossible to classify them neatly into compact, clearly defined groups. The chief obstacle to such classification is that the prospective purchaser himself does not take the time to think out precisely what qualities he desires in his radio. Let us see if we

can indicate what you should look for and so help you decide just what you might reasonably expect of a table model radio.

First of all there is the lover of fine music who wants to hear a symphony concert as faithfully reproduced on his radio as if he were seated in the hall in which the orchestra is playing. Such listeners require *high fidelity*—a quality that is difficult to find in any radio set. The table models are not for these listeners. Probably their best solution is to have a set specially built by a careful, conscientious serviceman according to directions and specifications drawn up by the technicians of Consumers' Research. By following these instructions* any radio handy man or competent serviceman can, for about \$50 including parts, modify one of the older a-c power radios (tuned-radio-frequency receiver ob-

* Tear sheets available from Consumers' Research, Washington, N. J., for 20 cents (cash or stamps).

tainable for \$2 to \$6 or \$8 secondhand) so that it will provide the listener with a naturalness and reality of reproduction wholly lacking in many a late model and in far more expensive sets. The technicians of Consumers' Research have been able so far to locate one local station high-fidelity set on the market which they can recommend. It is the *Philharmonic Linear Standard* put out by the Philharmonic Radio Company, 54 West 21 Street, New York City, priced at \$176 without cabinet.

There are, however, some people who do not regard the radio as a musical instrument but who use it to keep in touch with what is going on. For them a midget or table model radio represents perhaps about all that they will wish in the way of reproduction. It should be realized, however, that this type of set is invariably uniformly poor in quality of reproduction, judged by the standards which properly apply to larger, full-size sets. In general, it may be said that the small set is best adapted to receiving news broadcasts, speeches, and time signals, or

for use as an auxiliary in the bedroom.

Before going down to the store to purchase a small or table model radio, you should decide one or two questions. First of all, if you have a good high-fidelity radio set already, then perhaps you want a small set capable of receiving the more distant stations. On the other hand, if the table model is to be your only radio, you will be wise to look for one which will best reproduce the programs of the four or five good local or nearby stations. It is virtually impossible to get the best local reception and a large number of distant stations as well, so you must choose between the two.

Don't select one just because the salesman *illustrates* its acoustical properties with a diagram, or describes them with high-sounding words. Buy a set which "listens" well. Your own ear is a better guide, *particularly if you test out the tone of the table models against the tone of a good console set*. No table model, of course, will be comparable in quality to the larger sets, but at least you will have some basis for

eliminating the poorest of the small sets. It is important to *try out at home* the radio you are contemplating purchasing—especially by listening for long periods, several hours if possible, in early morning and late evening hours, as well as at other intervals during the day. You can usually distinguish a set with poor tone quality because speech will sound muffled or distorted while music will be jumbled so that it is hard to single out the different instruments when several or many are playing. Distinctly bad reproduction continued for a considerable time will tire the listener and make him wish to turn the set off or turn it down to low volume at least. (A *good* set can be tolerated at much higher volume of sound than a poor one.)

Gadgets and special or tricky tuning arrangements get out of order easily, especially on small sets, and servicemen do not like to repair midgets, which they have been known to refer to as “blast cans.” Select a radio with as few gadgets and fancy features as possible. A tuning indicator is probably the only accessory device you

will find of value. Don't fall for a set because it has 14 tubes and many wave-bands, or enables you to hear police calls. Six or seven tubes will probably be plenty for effective functioning of any small or table model set.

Don't buy an ac-dc set if you can help it, because this type in low-priced sets almost invariably presents a shock hazard, and its performance will not be first class.

Don't pay an extra price for short-wave reception in a table model radio. This feature is poor enough on the average console set. Leave such things to the short-wave fan, who will probably get a real short-wave set designed for the purpose.

Select a radio set on which the manufacturer or the dealer offers an ironclad guaranty to make repairs free of charge for *at least* 90 days or allows you to return the set within that time. Lots of things can go wrong that even an experienced serviceman won't be able to diagnose—at a price you'll want to pay.

All this general advice should give you some idea of what to look for, what to avoid, and what to expect in

buying a table model or mid-get radio. In addition, here are the results of an extensive test made by Consumers' Research on 24 different sets. Factors taken into account included fidelity, sensitivity, selectivity, automatic volume control action, power consumption, insulation resistance, and a critical examination of such points as finish and appearance of cabinet construction, quality of parts, and ease of servicing. In ac-

cordance with our custom of giving only recommended brands in *Consumers' Digest*, we reproduce by special permission from Consumers' Research the following listings. It should be noted that no makes have been rated as *Recommended* since it is the opinion of the technicians of Consumers' Research that no table model sets are as good as they should be, and none can compare with a good console radio set in performance.

QUALIFIED RECOMMENDATION

First Group—Sets Definitely Above Average in Performance

General Electric, Model G-53 (General Electric Co., Bridgeport, Conn.) \$41.95. Insulation resistance low, presenting some possibility of danger from electrical shock, whence chassis should be kept grounded, which means that the ground connection should not at any time be disconnected until after the plug has been pulled from the lamp socket or wall outlet. Quality of reproduction considered best of all sets tested. Automatic volume control action very good. Had wave trap to prevent a type of code interference to which low-priced superheterodynes are often subjected. Equipped for foreign short-wave reception. Had push-button tuning of good type controlling selection of six stations. Cabinet construction very good. Power output less than advertised value, but might by many users be considered adequate for a set of this type.

RCA Victor, Model 96T-2 (RCA Mfg. Co., Inc., Camden, N.J.) \$39.95. Quality of reproduction considered almost as good as *General Electric* G-53. One of two sets having largest undistorted power output. Automatic volume

control action very good. Equipped for foreign short-wave reception. Had push-button tuning of good type controlling selection of six stations. Quality of wiring only fair. Power output less than advertised value, but considered adequate for a set of this type.

RCA Victor, Model 96T-3 (RCA Mfg. Co., Inc.) \$49.95. Very similar in performance and design to *RCA Victor* 96T-2, but had additional equipment permitting reception of amateur ("ham") stations and police calls.

Westinghouse, Model WR-264 (Westinghouse Electric & Mfg. Co., E. Pittsburgh, Pa.) \$54.95. This set very similar to *RCA Victor* 96T-3, but had somewhat different (though satisfactory) push-button tuning controlling selection of six stations. Had tuning indicator.

QUALIFIED RECOMMENDATION

Second Group—Judged as Not of Such Good Quality or Performance as Preceding Four Sets

Lafayette, Model D-2 (Wholesale Radio Service Co., Inc., 100 Sixth Ave., N.Y.C., well-known mail-order firm or "catalogue house") \$19.95. Insulation resistance somewhat low, presenting possibility of danger from electrical shock—chassis should be kept grounded at all times until plug has been pulled from socket or outlet. Quality of reproduction rated fair; could, it is believed, be improved a good deal by substitution of better speaker. Not equipped for short-wave reception. Mechanical-type push-button tuning for six stations, somewhat difficult to adjust to the stations that are selected for automatic tuning. Though low in price, represents a value almost as good as some of the sets in first group at 2 to 2½ times the price. An excellent buy for anyone who must make an economical purchase.

Lafayette, Model D-4 (Wholesale Radio Co., Inc.) \$22.75. This set very similar to *Lafayette* D-2 but had additional equipment permitting reception of foreign short-wave stations; also had tuning indicator.

Lafayette, Model C-37 (Wholesale Radio Co.) \$32.50. Nearly as good in performance as *General Electric*, Model G-53, but had even lower insulation resistance and was not so well built.

Stromberg-Carlson, Model 325-J (Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y.) \$49.95. Quality of reproduction rated fair. Had moderately loud a-c hum. Equipped for foreign short-wave reception. Had push-button tuning of good type controlling selection of six stations. Mechanical construction and workmanship very good.

Westinghouse, Model WR-262 (Westinghouse Electric & Mfg. Co.) \$39.95. Quality of reproduction rated fair. Had tuning indicator. Equipped for foreign short-wave reception. Had push-button tuning of good type controlling selection of six stations.



ON
BUYING
By
STANDARDS

MUCH has been said and written on the subject of consumer standards in the past two or three years. Consumer groups are studying as they have never studied before the qualities of merchandise they buy. Consumer study groups are delving into the mysteries of food prices and distribution. Price and distribution studies are of little consequence unless quality or grade is given consideration.

Only in comparatively recent years has the necessity arisen for the classification of the various qualities of goods we buy.

When our mothers and grandmothers spun the wool from which clothes were made, preserved the products of the adjacent orchards in the form of jellies, jams, and preserves, and canned or dried many vegetables, the need for standards and grades was not apparent. The producer sold his surplus directly to the consumer. But now that such products must move through today's conventional marketing channels—through middlemen—the need for standards for quality is at once apparent and urgent. Standards afford a 'common language' which enables the buyer and seller to consummate sales safely on the basis of a given quality or grade. Address by Paul M. Williams, Senior Marketing Specialist, at Meeting of Consumers' Institute, New Brunswick, N. J.

Pass the Pickles

PICKLES are a garnish and an appetizer. They are not to be seriously considered as food, but they act as a palate teaser or an embellishment to sandwiches, salads, canapés, and hors d'oeuvre which the smörgåsbord restaurants have brought into high fashion.

There are many types of pickles which usually take their names from the flavor, such as "sour," "sweet," "mustard," and "dill." A pickle of good quality will be olive green in color, crisp, and firm. Properly prepared pickles do not need preservatives, such as sodium benzoate. The use of alum to increase crispness is evidence of an inferior product. Read the label carefully and avoid all brands of pickles which carry the declaration of the presence of either alum or sodium benzoate on the label. (If it is present, it must appear on the label.) Avoid improperly brined pickles which are soft or slippery, shriveled or spotted. Look on the label for the kind of vinegar used. The better grades are packed in cider vinegar, *not* in distilled vinegar, a cheap substitute.

Consumers' Research has issued ratings on a number of brands of three different types of pickles based on an examination of their physical properties by the North Dakota Regulatory Department. By special permission, we reproduce the brands listed with the exception of those which are not recommended. Information on the type of vinegar was not included in the test and, therefore, consumers should examine the label carefully to determine this point before making their purchase.

Types of pickles listed (as defined by Federal Specifica-

tions) are: Chow Chow (Mustard Dressing), Sweet Mixed, and Whole Cucumber Sweet.

The odor and flavor of the recommended brands were spicy.

RECOMMENDED

Carol Sweet Mixed (Distrib. Winston & Newell Co., Minneapolis) General condition normal.

Ferndell Sweet Stuffed Mangoe (Distrib. Sprague, Warner & Co., Chicago) General condition exceptionally good.

Heinz Sweet Mixed. General condition above average.

Pin Money Sweet Cucumber (Pin Money Brands, Richmond, Va.) General condition above average.

Riveredge Sweet Cucumber (Pepin Pickling Co., Winona, Minn.) General condition normal.

Sweet Gherkins (Distrib. Reid, Murdoch & Co., Chicago) General condition normal.

QUALIFIED RECOMMENDATION

Glaser Sweet Chow Chow (Glaser Crandell Co., Chicago) Pickles somewhat tough. General condition normal.

Sweet Girl Sweet Cucumber (Geo. Rasmussen Co., Chicago) General condition normal. Short in volume.

Sweet Mixed (Lakeland Grocery Co., Minneapolis) Pickles somewhat soft, condition otherwise normal.

Yacht Club Sweet Gherkins (Distrib. Reid, Murdoch & Co.) Cucumbers above maximum size, otherwise normal. Short volume.



Youngsters of the toddling age often pull the jets on the gas stove open and unknowingly jeopardize the safety of the entire family. It is a simple matter to make it impossible for them to open the jets. With a screwdriver, tighten them so an adult can turn them but a small child cannot. This is a sensible safety hint well worth a parent's time.

—Home Safety issued by the National Safety Council

An Engineer Looks At 1939 Automobiles

SO far as concerns comfort and appearance, competent judges consider that the cars for 1939 are, with a few exceptions, the most satisfactory so far produced. As to mechanical improvements over the cars of 1938, few of consequence have been made. It might be asserted that the improvement in appearance largely grows out of the fact that the lines of the *Lincoln Zephyr* have been copied with more or less fidelity by most other makers.

Narrow running boards have also been copied in several instances together with a tendency toward wider bodies. *Oldsmobile* cars are supplied with or without running boards on some models. Those without the running boards seem wider, due to optical illusion. In reality the narrow running board is more of a side bumper than a step.

The use of the same bodies on a number of General Motors' cars of different names is more noticeable this year than ever before, and nothing but a card index system can keep track of the way in which bodies are interchanged between the various lines. The dies which form some of the bodies are used for three different cars, which is of course good engineering, but rather puts a crimp in the salesman who tries to tell you about the bigger body with better lines on his car.

Beginning at the front ends which have gone *Zephyrward* in appearance, *Studebaker* is thought by this writer

to be the most attractive, and *Buick* the least. The location of the *Buick* headlights on the fender catwalk has spoiled what might otherwise have been a rather good-looking car. Hudson has made an excellent compromise in appearance, especially in the model 112, which has much to commend it.

INDEPENDENT wheel suspensions have appeared as standard equipment on the *Plymouth* and *Dodge* cars, and Chevrolet has replaced the *Dubonnet* type with the so-called wishbone design that has proved most popular and is made in several designs. This leaves the *Bantam*, *Willys*, *Overland*, *Chevrolet Master*, *Hupmobile*, *Nash*, *Graham*, *Hudson*, *Ford*, and *Lincoln* cars the only ones without knee-action springs. Ford engineers claim that the transverse springs on *Fords* and *Zephyrs* give similar results without the complication of numerous joints to wear and lubricate, an argument that, in this writer's opinion, should be given a good deal of weight, especially when one considers what an accident—even a minor accident—can do to the delicate and complicated joint structure of knee-action suspensions.

Shift levers are now disappearing from the floor of the front compartment and are being mounted on the steering column. This has taken place as a standard equipment item in nearly all cars except the *Ford*, *Lincoln*, *Graham*, *Nash*, *Plymouth Road King*, *Chevrolet*, *Bantam*, *Overland*, and *Willys*. In several of these cars it is available at extra cost. Most of the changes in shifting devices have been of a strictly mechanical nature through the use of levers, links, and Bowdoin wires to transfer the motion from the handle on the steering wheel to the transmission case, now remote from and out of line with the gear shift lever. The exception is the *Chevrolet Master De Luxe*, which has an option of a booster cylinder that does 80 per cent of the work when the engine is running, taking its power from the

suction of the intake manifold.

One revolutionary development in transmissions is that of Chrysler, which is this year, for the first time, using the Sinclair fluid flywheel or hydraulic clutch in the custom-built *Imperials*. This device, though new in America, has been used very successfully in England over quite a long period. Car speed can be controlled entirely by engine speed without the use of the transmission, except when one needs to go into reverse. Those who have driven with the new transmission say that it is very smooth in action, increases gas mileage, and is very easy on tires owing to the smooth starting. Similar devices have been tried in this country at various times for the past fifteen years but none has been so startlingly successful as to be adopted.

OVERDRIVES are increasing in popularity. One of the most popular seems to be the Warner Gear drive used in the *Chrysler*, *De Soto*, *Graham*, *Hupmobile*, *Nash*, *Packard*, and *Studebaker*. This gear engages automatically at from 25 to 30 miles per hour and formerly could only be disengaged by dropping below that speed. As now made, however, the driver can disengage it at any time by depressing the accelerator pedal to the floor; the gear will then not return to high until the driver releases the accelerator. This arrangement overcomes the objection of not having maximum power available through the use of a lower gear or normal third speed for passing another car.

Ford offers the *Columbia* overdrive axle on both *Ford* and *Zephyr*, as an extra. This overdrive is manually controlled by a dash button and can be thrown in or out at any speed. As it gives two axle ratios it really gives six forward speeds and two in reverse, for it can be used with the transmission in any gear.

Overdrive is an extra on all cars. Its advantages are

not nearly so great as the average consumer will be likely to assume. They depend on the kind of driving to be done (the proportion of city to country driving, particularly) and on the length of time the owner is likely to keep the car. In driving in fairly level country, a change to overdrive reduces gasoline and oil consumption and motor wear, and lessens vibration, giving a smoother ride. Overdrive will probably give around three extra miles per gallon in most cases. Although this seems like a big saving, it is well to remember that it takes a lot of driving to save \$60 to \$80 in gasoline and oil even for a person who does a good deal of open country driving and expects to keep the car for several years in order to get his value out of the additional investment.

The possibility of manually controlling some motors recently transferred to automatic spark control, is again appealing to many, indicated by the use of a manual spark control on the *Chrysler Imperial*. In this car, in addition to the automatic spark control, there is provision for manual control of spark advance on the dash, where it belongs. By this means, the spark may be changed at will to suit the octane number of the fuel in the tank at that time.

SPARE tire storage leaves much to be desired in most cars. Following Studebaker of several years ago, many, including Ford, now put the tire in a vertical position behind the back seat, where it is out of the way and makes more trunk space available. In case of puncture, however, it is necessary to remove all the baggage to get at the tire. Hudson has solved the problem nicely this year by putting the tire at the side of the trunk. All tires in trunks are apt to be neglected when it comes to keeping them filled to running pressure, and nothing is more maddening than to find a spare tire soft when you need it.

Chrysler has adopted the rotary door lock, formerly used

only by Studebaker, which has many advantages. Non-backing devices for holding a car on a hill without calling for use of the brake can be had as extras on several cars. First brought out as the *No-bak* by Stutz some years ago, this device has not had the attention it deserves. Those who have to deal with traffic lights on hilly streets will find it convenient. Its action can of course be cut out when desired.

The 116-inch wheelbase of Ford's *Mercury* places it between the regular *Ford* and the *Zephyr*, which it resembles in many ways without being a copy. A *V-8* engine with $\frac{1}{8}$ inch larger bore gives it 10 horsepower more than the *Ford V-85*. One report is that it is the same cylinder block cast with a larger core and bored $\frac{1}{8}$ inch larger. There are also rumors that the entire Ford line is to have hardened steel cylinder liners inside the block. This is now being done to some extent in the motors rebuilt by Ford so that standard pistons can be used in all cases. With this practice generally adopted, it would seem logical to use the same block for both 85 and 95 horsepower engines with simply a different liner.

Without a perfect contact between liner and cylinder wall the cooling might be adversely affected. But *Ford* and *Zephyr* motors all run cool so that this is probably not a problem. Liners are not new in motor car work. General Motors' trucks had cylinder liners years ago, and the *Marmion 16* with aluminum cylinder block used a steel liner with the water on the outside.

Ford follows the sensible practice of getting two years' wear out of front end dies by making this year's standard model's front end the same as that of last year's De Luxe models.

Little Digests

By

ROBERT S. KNERR

FOUND: an ailment that didn't click! It's "asthenia," according to *Advertising Age*, which says that Pluto Water may soon desert the high hat "disease" and return to good old-fashioned constipation. The dictionary says "asthenia" means "general debility; depression of vital power; weakness." Either the public didn't consult its dictionary or its vital power is still in good condition, because—so says the magazine—"... sales of Pluto have tapered off, other laxatives winning the field which it once almost monopolized." Another manufacturer awakens to the cash value of being "Frank and Earnest."



AIR Conditioning and Refrigeration News, quoting a Louisville dealer's reasons for pushing sales of traded-in mechanical refrigerators in January, says in part: "... The units on some of the old units run a helluva lot better in January than they will in July. . . . Sure, we repair and recondition them in our service shop, but some of those old jalopies can develop a lot of trouble or symptoms of trouble when it gets good and hot. . . ." Oh, the candor of it all!



A NEW magazine has joined the consumer movement band wagon. Parents' Magazine has established a "Consumers' Service Bureau" with an "Acceptance Seal" 'n' everything—just like Good Housekeeping. Maybe this has nothing to do with the subject, but my newspaper experience has shown me that the advertising manager tends to swing the biggest stick on the staff—and he is often inclined to think that anybody whose checks don't bounce makes a darn good product.

CROSLEY'S 1939 line of mechanical refrigerators gives the purchaser the option of a radio in the storage bin of three of the deluxe models. What! No electric cocktail shaker!



PRINTERS' INK MONTHLY, in an "I told you so" vein, recently reprinted an article from its issue of January 12, 1928, the theme of which is "... Tomorrow or day after tomorrow—unless something is done—we'll be back in the old days of 'Oh, that's only an advertisement.'" The article is headed by an editor's note saying, in part, "Today industry has the Wheeler-Lea Bill, which will probably eliminate effectively most of the super-advertising abuses that advertisers themselves could have eliminated."



HOLDING its fingers to its nose, the Federal Trade Commission is reported to have chided the manufacturer of a garlic tablet that claimed his product would "improve muscle function, abdominal strength, vital resistance; tone up the nerve system, purify the blood stream, fortify the system against the onslaughts of old age and remedy insomnia, dizzy spells, rising blood pressure and general debility." Garlic is garlic—even if it is asserted that it has vitamins E, D, and B-G, added—says the FTC.



CHARLES WESLEY DUNN, counsel for the American Pharmaceutical Manufacturers Association, recently gave some advice on the Federal Food, Drug, and Cosmetic Act. Speaking on the Food and Drug Administration, part of Dunn's speech is reported by The Drug and Cosmetic Industry as follows: "Mr. Dunn advised manufacturers who had objections to the new regulations to go and see Enforcement Chief Walter G. Campbell personally in Washington prior to the public hearing on November seventeenth. Mr. Dunn pointed out that at the public hearing the consumer groups would be present and Mr. Campbell *would not be able to discuss*

the objections of manufacturers in a frank manner (italics mine). He stated that Mr. Campbell is being very conservative in all his interpretations of the law." Maybe Mr. Campbell needs a hint from the consumers—who are taxpayers, too.



STATISTICS indicate that in the past 30 years the annual per capita consumption of wheat flour has dropped from 200 pounds to 154 pounds. The bakers are blaming the depression and dieting fads, but they refuse to listen to Columnist Dorothy Thompson when she says that "our daily bread . . . is the worst bread consumed by any civilized Western people." Perhaps the trade thinks "let 'em eat cake"—bakers make that, too.



ZONITE merchandising letters carry the news of two new appeals that have helped to increase sales of Zonite and allied products more than 50% in the past two years. One new angle is onion and tobacco breath. The other is dandruff, which appeal was developed "because of . . . our eagerness to cash in on the fact that millions of consumers were dissatisfied with the results of many so-called dandruff remedies . . ."



SWEET land of gadgetry . . . a "silent bidder" for unsocial bridge fiends . . . "Comb-Brush" for those who prefer a "once-over" . . . Sparton's radio-in-a-mirror—for milady's boudoir? . . . *Koinife*; a \$3.50 coin-shaped watch charm with a knife blade.

Fashions In Reducing

By

M. C. PHILLIPS

THERE are few topics of conversation at a feminine bridge party or get-together that can compare for lively interest with methods of taking off **excess** poundage. It almost seems as if women take up reducing as a hobby. Exercises, diets, bath salts, pills, salves, and mechanical appliances, all take their yearly toll in dollars and sometimes in the health of the users.

There is no safe short cut to slimness. Diet and exercise under a doctor's supervision constitute the best method. It is far easier, of course, to take one of the numerous preparations on the market which claims to enable you to reduce your weight safely with or without change in your habits of exercise and of eating. All such preparations should be avoided. Some will be harmless but ineffective, depending for results on the observance of certain habits of eating and exercise for any reduction of weight actually achieved. Others will be harmful or downright dangerous.

External preparations, such as pastes or soaps to rub on the skin, bath salts and cosmetic powders to be put in the bath, or mechanical devices to massage out adipose tissues are all worthless, according to the eminent authority, Dr. Arthur J. Cramp, except to enrich their exploiters.

THERE are three other groups of preparations all designed to be taken internally. First, there are the food preparations which achieve their effect by some degree of starvation. For a high price you can buy a small container

of some food substance which is to be substituted for all or some of your meals. Some of the products in this group have included *Dietene*, *Dr. Stoll's Diet-Aid*, *Stardom's Hollywood Diet*, and *Syl-Vette*. Reduction in weight by cutting down on your food intake can be accomplished without such expensive aids.

Then there are the reducing preparations which contain powerful laxatives that rush the food through the body before it is digested. The continued use of such products may result in serious injury to health. *Fayro*, *Kruschen Salts*, *Jad Salts*, *Sleepy Salts*, *Thyn Tabs*, and *Vannay* have all at one time depended for their effects on the laxative principle.

The last and most dangerous group of "reducers" depend for their action on powerful drugs. Thyroid is one often used; that drug may cause serious nervous, heart, and other disturbances and should never be used except under the closest supervision of a good physician. *Marmola* is probably the best-known preparation which has contained thyroid and laxatives as well.

IN the last few years a comparatively new drug, dinitrophenol, has made its appearance in reducing preparations. Its dangerous character became apparent early when its use caused several deaths including one of a physician who was testing it out on himself. It has now become known that the use of this drug may be followed by the development of cataracts, a very serious eye disease which frequently results in blindness. Damage to the liver, kidneys, and even the heart may result from its use. Some of the preparations that have been reported to contain dinitrophenol include: *Adinol*, *Aldinol*, *Dekrysil*, *Dilex-Reducers*, *Dinitronal*, *Formula 281*, *Prescription No. 17*, and *Slim*.

Books can be written about the tragedies resulting from

trying to remove too much poundage too speedily. Keep in mind that there is no safe magic way to do it. Self denial and hard work, which means exercise and a sane diet checked carefully by your doctor to be sure that it is adequate and balanced, provide the only sensible methods of solving the problem. Don't try a quick short cut. You may spend long months in a hospital or even the rest of your life as a semi-invalid regretting it.



CONSUMER SUGGESTIONS FOR THE IMPROVEMENT OF RESTAURANT FOOD AND SERVICE

The combined results of two surveys covering 1344 Toledo Consumers, by Harold A. Frey (Bulletin 11 of the Bureau of Business Research, College of Business Administration, University of Toledo).

In your opinion, what should restaurants do to increase their popularity? Answers may contain several mentions by same individual.

Rank	Recommendation	Men	Women	Total
1	Better food	133	101	234
2	Quicker, better service	104	72	176
3	Cleaner	54	47	101
4	Lower price	57	29	86
5	More attractive surroundings	49	34	83
6	Courtesy	29	8	37
7	More variety of food	19	16	35
8	Larger portions	19	8	27
9	Better cooked food	20	4	24
10	Pleasant employees	5	16	21
11	Good music	5	11	16
12	Change menus more frequently	5	2	7
13	Attractive waitresses	6	0	6
14	Cater to individual	4	2	6
15	Increase personal comfort	4	1	5
16	Better-trained employees	5	0	5
17	Advertise	4	1	5
18	Treat employees fairly	5	0	5
	Miscellaneous	55	42	97
Total		582	394	976

—Domestic Commerce

“Cold Cures”

Money in Sneezes and Sniffles

WHAT is a cold? Do *you* know? That may sound like a silly question, but it is a fact, according to the American Medical Association, that there is a lack of scientific information as to just what a cold really is. One doctor delivering an address before a medical body took some 400 words to define it, and then he said, “Some may take issue with this definition of the common cold.”

Suppose we take it for granted that you know when you have a cold. What are you going to do about it? Here is a summary of the best medical advice on the subject. If it's a bad one and you have a temperature or congestion in your chest, better see a doctor without delay. Don't take any chances on getting pneumonia, grippe, or flu.

If you just have sniffles and feel a little under the weather, take a hot bath and go to bed for twenty-four hours. Don't be heroic and try to keep going; if you do, you may be a menace not only to yourself but to all with whom you come into contact.

YOUR friends undoubtedly have their pet cures which they will advise you to try. Shun them like the plague. The average healthy person throws off a cold naturally in the course of time without the benefit of drugs. If, therefore, he happens to have devised some particular method of his own for treating it, he is likely to give credit for recovery to this method rather than to the fact that he

was going to get well anyway. The American Medical Association reports, for example, that there is no scientific evidence that sodium bicarbonate is a useful preventive measure for treating a cold; nor any real scientific evidence supporting the use of vaccines for the common cold; that feeding of vitamins such as vitamin D in cod-liver oil has been a failure as a preventive; and that clinical studies have demonstrated quite definitely that ultraviolet radiation is ineffective. Furthermore, Dr. Bauer, the American Medical Association's Director of the Bureau of Health and Public Instruction, states very positively that mentholated preparations are a snare and a delusion; that gargling with anything is likely to be ineffective because the solution does not reach the infected areas in the throat; that aspirin is not a cure; and the taking of cathartics is probably not of value in curing a cold.

In treating a cold nose drops are also to be avoided. They are especially dangerous in the case of young children. The Maryland Health Department warns that the indiscriminate use of such drops has brought on a certain form of pneumonia that is particularly likely to be fatal to young children.

In fact the Medical Association is quite positive in saying that the only method of preventing a cold is to avoid the person who has one.

IT IS this very lack of definite scientific knowledge of the cause and treatment of colds which has made so many marketing opportunities for manufacturers. The season is now approaching when advertisements in magazines and newspapers, on car cards, and in commercials over the radio will be full of advice on what to do for a cold—not how to cure it, since that's likely to get them in trouble with the Federal Trade Commission—but skillful hints on how you may sometimes benefit by using this and that.

Just to help you resist such blandishments, let's have a look at what's in some of the outstanding cold-relief nostrums.

Alka Seltzer. Found by the American Medical Association to be essentially aspirin, and salicylic acid in an effervescent mixture of citric acid and baking soda. The dangers in the indiscriminate use of aspirin were discussed in *Consumers' Digest* for January, 1939.

Analgesique Baume Bengue. Found by the Federal Trade Commission to be essentially a counterirritant and one of *many* preparations which relieve pain by desensitizing the nerve ends in the area of application and which act as a counterirritant to attract a larger volume of blood to the pain area.

B. and M. (Formerly called *B. & M. External Remedy.*) Found by the Food and Drug Administration to consist essentially of turpentine oil, ammonia, small proportions of ammonium salicylate, hexamethylenamine, thiosinamine, and a phenolic substance such as cresol, and an albuminous and phosphorus-containing material, such as egg, and water. One of the few large fines ever imposed by a court on a food and drug violator was imposed on this company after many years of litigation for making false and fraudulent claims for effectiveness of the remedy in treating a number of diseases including tuberculosis, la grippe or influenza, indigestion, varicose veins, and coughs.

Chambers' Cold Tablets. Found by the Food and Drug Administration to consist essentially of acetanilid (a dangerous drug) and plant drugs including a laxative plant drug. Held to be misbranded because of false and fraudulent claims that the tablets would be effective in treating or curing la grippe and relieving feverish conditions usually associated with colds.

Creomulsion. Found by the Food and Drug Administration to be essentially creosote, menthol, a small amount

of alkaloidal material, sugar, gum, water, and a small percentage of alcohol. Ordered by the Federal Trade Commission in 1935 to discontinue a number of claims, including the claim that coughs or colds can be stopped by the use of this preparation.

Grove's Emulsified Nose Drops. Found by the Food and Drug Administration to consist essentially of ephedrine hydrochloride, menthol, a chlorine compound, mineral oil, and water. Certain claims made for germicidal and curative properties were found to be false.

Grove's Laxative Bromo-Quinine Tablets. Found by the American Medical Association at one time to contain a laxative principle, plus acetanilid (a dangerous drug), quinine sulphate, and caffeine. Company entered into a stipulation with Federal Trade Commission in 1935 to cease claiming that nostrum was "a cold remedy."

Lee's Creo-Lyptus. Proceeded against by the Food and Drug Administration because it contained a false statement on the label that it contained 3 minims of chloroform per ounce, that it had been examined and approved by the U. S. Government, and other false claims. The government's chemists, on analysis, found that it consisted essentially of ammonium chloride, sugar, alcohol, water, and small quantities of creosote, pine tar, and eucalyptol.

Luden's Antiseptic Cough Drops. Proceeded against by the Food and Drug Administration whose chemists found that the product consisted essentially of lozenges of sugar containing a small proportion of a local anesthetic, such as benzocain, and volatile oils including menthol, thymol, and eucalyptol. The department's bacteriological examination showed that it was not "antiseptic" as claimed.

Mistol. A product of the nose-drop type. According to the manufacturer, it has contained camphor, menthol, and

eucalyptol in liquid petrolatum. In 1932 the Food and Drug Administration's bacteriological examination of the product showed that it was not antiseptic.

Musterole. Found by the Food and Drug Administration to be a petrolatum base containing camphor and mustard oil which could not produce certain curative and therapeutic effects claimed in the labeling, including "Musterole for catarrhs and colds in the chest (when used in time it prevents pneumonia)."

Rinex. Condemned by the Food and Drug Administration for making false curative claims. Capsules reported by chemists to contain quinine sulphate, acetphenetidin (a dangerous drug), acetylsalicylic acid (aspirin), camphor, and an extract of a laxative plant drug; the tablets were reported to contain sodium bicarbonate, calcium carbonate, and starch.

Sal Hepatica. Found by the Federal Trade Commission to be an effervescent saline laxative which its experts held does not constitute a basic scientific and successful treatment for colds.

Vapex. Found by the Food and Drug Administration to consist essentially of an alcoholic solution of oil of lavender, oil of eucalyptus, and menthol containing 63.5 per cent by volume of ethyl alcohol. Claims that vapor from the product killed pathogenic bacteria in the breathing passages held to be false.

Vicks Vapo Rub. Ingredients asserted by the company's advertisement to be petrolatum with camphor, menthol, essence of turpentine, oils of thyme, nutmeg, and cedar leaf. The Bureau of Investigation of the American Medical Association reported that in their opinion "such a product is comparatively harmless provided it is not relied upon in conditions that are serious enough to require more scientific treatment."

SKIING FOR BEGINNERS

By

PAYSON T. NEWTON

SKIING IS EASY. All you need in the way of physical equipment is a normal body and balance enough to walk a chalk line across a room. And if you can dodge traffic on one of our crowded streets, you have the makings of a real skier.

How do you go about it? Simply pick out a pair of boards and a gentle hill. And by gentle hill I mean just that. Too many people try for the side of a mountain on their first run, do not enjoy the food served in hospitals, and hobble around later to tell their friends that it is a dangerous sport. If you will walk about on the skis in your own or somebody else's back yard before trying the hills at all, it will repay you many times over when you do start on the hill.

You see the idea that I am trying to get across is to get used to walking around with six-foot extensions on your feet. So you go up the easy hill, relax, and start down the

hill after you have read the following instructions.

The running position is an easy relaxed one with the knees bent forward from the ankles; toes, knees, and chin in line (try to see your toes over your knees) keeping the ankles and knees bent forward, but keeping the heels on the skis at all times. Ride down the hill in this fashion, crouching more as you get into tough going, and becoming more upright as you get used to the idea, riding up and down as though on a horse, until you can relax and get some fun out of it.

The turns are coming soon, but in the meantime it is a great day, so just keep on sliding until you get some of the feeling of the glorious sport that skiing really is.

Until now the skis have been carrying us where they wanted to go. But there is a place on the hill that would be great if we could only slow down or stop. The way to do this is a make the skis as-

sume the "V" position with the tips together and the heels apart. In the books it is called the snow plow or double stem position. The knees must never be allowed to straighten out. You will take a spill if they do. This is one of the most important things in the sport. If you forget, you sit. Your instructor will get hoarse from calling "Keep your knees forward," but that is the thing the expert as well as the beginner has to keep in mind all the time. The other caution you will hear as long as you ski is to "Keep the skis flat." The idea back of this is that an edged ski will go in the direction it is pointed, and that may not be where the rest of your body is headed.

About this time the question will come up of just how you are going to be able to point the skis in any desired direction, if the heel keeps slipping around with only a toe strap to hold things together. That is where the most important part of the skiing equipment, the binding or harness, comes in. About a thousand years ago the Norwegians started us on the right direction by fashioning a piece of iron around the toes so they

were held firmly in position. The heel was kept in line by tying a thong of leather around the boot. It worked all right, but you had to have a blacksmith handy to make a different curve iron to fit each individual boot. And the thongs froze so that only a jackknife would allow you to take them off when coming in to the house. Now you screw an adjustable plate onto the ski, set it for your boot, throw tight a clamp about the heel, and you are all set. You get in and out of it as easily as the toe strap, and you have perfect control of the ski. The ski now goes where you point it.

From this position of stemming that we have been working on, turns that are effective in anything from deep wet snow to a fast trail can be developed. Follow this carefully: On the kitchen floor or outside on a level spot, go into your stem position, tips of the skis together, heels apart, and the whole ski flat on the floor. The ski on your right foot is pointing to the left. If you transfer all your weight to that right foot, moving your right shoulder forward and down, this right foot

which is pointed to the left, will be steered to the left, and you will have made a left turn. Simple, isn't it? Then you follow that with a turn to the right by putting all your weight onto the left ski.

Now try it on your easy hill, starting with skis parallel, going into the double stem with the weight equally on both feet, then throw your weight as you have been practicing. The whole trick is to get all your weight onto the

outside, not just part of your head, and hold it there during the whole of the turn. Then at the close of the turn, bring both skis together, and take a bow.

There are of course faster turns that can be done in special kinds of snow, but you have technique enough to ski safely any slope that will hold snow. You have also learned the most important thing in skiing: Always ski under control.

HAY FEVER

FEAR or worry, dust, protein from foods or from pollen, and nasal obstructions, all conspire to pave the way for hay fever. If one who is sensitive enters a conservatory in the dead of Winter or steps into a room where flowers are in bloom, an attack of hay fever may manifest itself.

But during these Winter months much can be done to build up resistance against this malady. The first step will be to free the mind from fear, cultivate self-restraint and an optimistic viewpoint. Armed with this favorable attitude of mind the next step to be taken will be in the direction of a competent doctor's office; a nose and throat specialist will be the best. Here a thorough examination should be made of the nasal passage. If the mucous membrane lining the nose and the throat has any sensitive places, the doctor will begin at once to heal them up. . . .

In addition to this the doctor will be able to make extensive skin tests, which take weeks and months in most cases, in order to ascertain the exact protein to which the patient is sensitive. Armed with this information the physician will probably begin in the early Spring to administer protective vaccines which will aid in producing an active immunity.

—The Rural New Yorker

BUYING BEDSPREADS

IN BUYING bedspreads quality needs to be considered along with appearance and appropriateness of design and texture. Generous sizes, substantial edge finishes, well-made seams, and good fabrics should be sought even though bedspreads require only an occasional laundering and get little wear as compared to upholstery and rugs. These factors contribute to durability and add to the attractiveness of the spread. They are found in good quality merchandise but seldom in the poor grades.

The range of colors, textures, and designs is so wide that the homemaker experiences little difficulty in finding a bedspread that will fit in with other furnishings in the room. After a selection is made on the basis of suitability, look next to see that the spread is of adequate size to cover the bed and pillows and still tuck in at the foot. Sizes for a double bed vary from 80 to 90 inches in width and from 90 to 108 inches in length. The 90-inch length does not allow for covering the pillows while the 102- or 108-inch length does. It provides a generous tuck-in besides. . . .

Kinds of Bedspreads

In spite of the wide variety most of the bedspreads fall into a few general classes, such as crepe, Marseilles, damask, chintz, taffeta, lace, candlewick tufted, and the Colonial coverlets.

Seersucker spreads are perhaps the best known in the crepe group. A genuine seersucker has crepy stripes that are made by holding groups of the warp yarns taut in the loom while the yarns in between are left somewhat slack.

Condensed from a study by the Bureau of Home Economics, U. S. Department of Agriculture. Written by Bess M. Viemont.

A crepe produced in this manner is permanent. Such spreads wash easily and require no ironing, if they are shaken out and hung up straight. But if pressed the crinkled effect is not removed. In most seersucker spreads narrow stripes alternate with crinkled ones of the same width, but sometimes these narrow stripes are grouped and the group then alternated with a plain one of the same or a different width. A small design is sometimes woven in the plain stripe. . . .

The plisse spread is a popular imitation of the seersucker. Instead of having the crinkled stripes woven into the fabric as the true seersucker has, the crepe is made by a printing process in which an alkali is applied to parts of the cloth. This causes the yarns to draw up wherever the solution touches and produces a surface design which tends to wash out. Stretch this crepe between the hands and watch the crinkly effect entirely disappear. This is one means of telling a plisse crepe from a genuine seersucker. . . .

The newest member of the crepe family is the "dimity-crepe." It is a crepy fabric in a plain weave with occasional heavy warp yarns that give the corded effect characteristic of dimity. These spreads probably will not wear so well as those in which the fabric is balanced, that is, with approximately the same size and number of yarns to the inch in the warp as in the filling. Breaks will undoubtedly occur along the heavy cords just as they do in other fabrics of this type. . . .

The Marseilles spread, one of the old favorites, is much altered nowadays in appearance and serviceability, too, no doubt. Originally it was a heavy double-faced fabric with a raised pattern. The modern ones are made from a single fabric with the design produced by an extra set of filling which alternates on the right and wrong sides. The floats or long lengths of loose filling are sometimes three-fourths of an inch long. These catch easily and pull or break in a

short while, leaving a shaggy looking spread. In buying spreads of this kind beware of designs that have long floats; look for those with small designs and short floating yarns if you desire service and attractive appearance. . . .

A good quality damask similar to the covering used on high-grade mattresses is very attractive and durable. It is more firmly woven than any of the crepes or the Marseilles. These spreads are reversible and are woven in a pattern which fits the top of the bed. . . .

There are many poor quality damasks on the market which are so loosely woven that the yarns slip easily. This type of fabric frays badly, and the seams are apt to pull out. Usually the colors are harsh rather than soft, pleasing tones which harmonize well. These spreads have to be dry cleaned.

Bedspreads and drapery ensembles are often made of chintz. If the room is large the combination is appropriate, but if the room is small so much pattern creates a feeling of crowding and unrest. These spreads nearly always have a narrow strip of material stitched to each side of a full width. The seams are on the right side and are bound with bias tape that matches one of the predominating colors in the design. A gathered ruffle or valance is sewed on with bound seams to one end, and both sides and the lower edges are either hemmed or bound with the same tape. Before buying a spread of this kind examine all the seams closely to see that the stitching is deep enough to hold and that the binding is caught on both the right and wrong sides.

If glazed chintz is used for these spreads, it sheds dust but it shows every wrinkle. Laundering removes the glazing, and it cannot be restored satisfactorily at home. Although an unglazed chintz does not shed the dust so well, it is a better choice. It can be washed at home and will look fresher for a longer time because it does not wrinkle so badly nor so easily. . . .

Taffeta bedspreads are appropriate with formal types of mahogany furniture, such as that of the late Georgian period, and on some of the lighter weight walnut beds. Taffeta made from synthetic fibers has virtually replaced silk taffeta because it is less costly and often more durable. Most of the silk taffeta spreads of today are so heavily weighted that they soon split to pieces. They are not worth the prices asked for them. Either the rayon or silk taffeta may be plain or have small designs embroidered in it, and occasionally the filling yarns are heavier than the warp so that the fabric has a ribbed appearance.

These spreads shed dust readily but, like chintz, they muss easily and show wrinkles badly. They should not be washed but dry cleaned. This makes the cost of upkeep greater than for the other types. . . .

With the popularity of early American and 18th Century furniture, such as Chippendale, Adam, Heppelwhite, and Sheraton, naturally the bedspreads typical of those periods occupy an important place. One of the best known is the candlewick tufted. An unbleached muslin was the foundation of most of these old candlewick spreads and with repeated washing its creamy color gradually changed to snowy white. Originally the tufts also were white and were distributed evenly over the entire spread. Only occasionally was a design worked out.

In late years colored sheeting and a two-ply Osnaburg have replaced the unbleached muslin. Colored tufts to match or contrast with the foundation are used now more than white. They are usually arranged in a design that covers the top of the bed. A narrow machine-stitched hem finishes all four sides. In addition there is usually a row of tufts over the stitching which, besides being decorative, helps to hold the hem more securely.

These spreads require no ironing. Merely shaking out and hanging them up straight to dry is sufficient. The tufts

may shed some lint and in some of the cheaper grades where the foundation fabric is loosely woven a few whole tufts may pull out. But considering the first cost and the service they give, they generally prove to be a satisfactory buy. These spreads are light in weight and are suitable with any kind of furniture. They are most harmonious with four-poster beds in maple, cherry, pine, or mahogany. Those made of Osnaburg are appropriate with heavy oak or walnut.

A hand-woven coverlet, when taken care of, practically never wears out. Many homes still have those that were made by a grandmother or a great grandmother, and they are just as well suited to modern reproductions of Colonial beds as to the antiques for which they were first made. They are very warm and may serve as an extra cover on cold nights. The filling is usually a dark blue or red, sometimes a yellow or a brown, combined with white warp. The ends are fringed or hemmed and often the date as well as the name of the weaver appears in opposite corners. These coverlets are reversible and one side is just as attractive as the other.

Although many of the old coverlets have worn out long ago the patterns have been preserved. During the last few years much interest in hand weaving has been aroused, and many handicraft guilds are now weaving new coverlets in the old patterns. [Rosemont, Marion, Virginia, for example, offers a reproduction of the Whig Rose Coverlet for \$6.50 to \$14.50 depending on the size. West Unity Woolen Mills, West Unity, Ohio, offer a factory-made coverlet in Hickory Leaf, Good Luck, and Log Cabin designs for \$6.10 to \$8.45; and from \$2.75 to \$3.50 if you furnish your own wool.]

Hocus Focus

By
PERCIVAL WILDE



V

FRIENDS, somebody once told you that a camera was no better than its lens—which is generally true. But do you realize how bad, as photographic lenses, are some of the hunks of glass for which you are asked to surrender your hard-earned money?

Being an amateur, you want speed. Why you do not ask first of all for a well-corrected lens, which, using the fast emulsions available these days, will give you a fine negative in any reasonable light, I do not know. You want speed, I presume, for exactly the same reason that you prefer a car which is claimed to be capable of one hundred and twenty miles an hour to one which claims only one hundred, even though you would be afraid to drive either anywhere near as fast as it will go. But whether or not you have the money to kill yourself in a racing car, you may wish to economize on a camera or lack the funds to buy a camera lens put out as top-grade by a reputable maker, and you invest in an unnamed lens, or in a poor lens turned out by a factory which specializes in the production of poor lenses. The result is that you may buy speed and nothing else, and your photographs, too often, will be junk.

Let us stop and reason for a moment. Let us discuss what the mysterious "f" really signifies.

It is the ratio between the focal length of your lens,

which is fixed, and its diaphragm opening, which is variable. If your lens brings a distant image (i.e., when the lens is set at infinity) to a focus at a point six or four or two inches behind its center, its focal length will be six or four or two inches. If the diameter of its diaphragm opening is one inch, then its theoretical speed will be "f:6" or "f:4" or "f:2"—the focal length divided by 1, the diameter. If its diaphragm is one and one-half inches in diameter, the speed becomes "f:4" (6 divided by $1\frac{1}{2}$) or "f:2.7" (4 divided by $1\frac{1}{2}$) or "f:1.3" (2 divided by $1\frac{1}{2}$). If you close the iris until the opening is but a half inch, you will reduce the speeds of the three lenses to "f:12" or "f:8" or "f:4."

But the achievement of speed alone is no problem. You are far sighted, let us say, and your oculist prescribes lenses with a formula of plus two diopters. Since the focal length of a one-diopter lens is one meter, the focal length of your spectacles will be 500 millimeters (one meter divided by the dioptric number), and if you affect the large-rimmed variety with the forty-millimeter lenses now so popular, the speed of each of those lenses will be 500/40, or f:12.5.

If your eyeball were shorter, and your farsightedness more pronounced, your oculist might write a plus four prescription. Then the focal length of your glasses would be halved, and if of the same diameter, would attain a speed of f:6.25. Should your optical error be still greater, and call for the unusual correction of plus 5.5, you would actually be walking around with objectives with speeds of approximately f:4.5 on either side of your nose—and they would be only slightly less useful in your camera than are some of the Lousars, Blurrars, Tremblars, Fuzzars, Stinkars, and plain unnamed lenses whose merits exist only in the ballyhoo of the salesman behind the counter.

Did you ever examine a common magnifying glass? I have applied a lensometer to them, finding that a reading of plus four is not unusual. If, then, the diameter of the glass happens to be five inches, the ratio is $250/127$, or about $f:2$, and the humble instrument which you use when poring over a map is really a member of the ultra-speed family of lenses.

Are you interested in Americana? Have you observed the quaint "bull's eyes" to be found in some front doors in New England? Some day I shall try the lensometer on them, too, because their great curvatures and large diameters should yield theoretical speeds, as lenses, far beyond anything offered by the photographic dealer. But they would be useless for picture taking, because they are uncorrected for any and all of the errors which exist in all optical systems.

VI

There is no place, in these general articles, for a detailed discussion of the five mortal sins which afflict lenses. It suffices to name them: spherical aberration, chromatic aberration, coma, astigmatism, and curvature of field.

The correction of the errors, bearing in mind that a change which reduces one increases another, and that all of the variables must be juggled simultaneously, has kept some of the best mathematical minds in the world busy for nearly a century. The simple lens, consisting of one glass, shows all the errors. A doublet may be made of two glasses of different densities, greatly lessening chromatic aberration. A third glass may be added, as in some of the Aldis or Taylor-Hobson-Cooke formulas, or two more, as in the Tessars, both systems using carefully calculated air-spaces, and reducing the errors so much that they re-

main only as "residual aberrations." But no complete solution has ever been discovered. The nearest approach is to be found in "process" and "apochromatic" objectives, used in making engravings, maps, and other work calling for special precision and fineness of detail. In these, corrections have been carried to an extraordinarily high degree, but their speeds are likely to range from $f:10$ to $f:22$.

The demand for speed, fostered by the increasing use of hand cameras, has brought with it lessening perfections of corrections in later lenses. No lens in existence combines great speed with the painstaking corrections of the "apo"-type objectives.

Bausch & Lomb Optical Company advertise that their Tessars represent the best compromises they can effect, a claim which appears to be substantiated by the test data supplied by Verne H. Reckemeyer, an expert of high standing, in his well-known monograph "On the Sharpness of Photographic Lenses." According to the same authority, in the same monograph as well as in a recent private letter to the writer, Leitz, in the Summar, and Zeiss, in the Sonnar and Biotar, have produced glasses which, considering their speeds, embody remarkably good corrections.

A number of other fine lenses are to be had—at prices reflecting their values and the thought and care that have gone into their making. But in the background lurks the nameless $f:4.5$, whose speed may be as represented, whose price is high (even when low in dollars), and whose other qualities will not bear investigation. The "f" number, as this article should have made clear, refers to only two dimensions. An objective may be made of glass rejected by more conscientious manufacturers (75 per cent of all optical glass made is thus rejected); it might, indeed, be made of bottle glass, blue glass, red glass, or black glass, and still be correctly described as possessing a speed of $f:4.5$ or more. In other words, it is well to remember that

any specification which is *simple* can lend itself easily to the deception or befuddlement of the consumer.

Out of curiosity I have experimented with some of the "outcast" lenses. One of them, even when stopped down to $f:11$, did not yield marginal definition comparable with that of the $f:7.7$ Kodak Anastigmat, used wide open; the latter is a less pretentious, but quite reliable objective. Since the focal length was sufficient, the diagnosis was uncorrected curvature of field. Another filled large sections of negatives with blobs representing points which should have been in sharp focus and were not. The diagnosis was spherical aberration with coma.

If the lens offered with a camera has merits, the dealer handling it will wish to identify it by name—and that name, whether good or bad, is usually sufficiently well known to have established a reputation for merit—or the reverse. When no name is attached or the name it bears is one you and your expert friends do not know, the lens is suspect: the orphan which no manufacturer cares to christen may, like some other orphans, be pediculous.

« « » »

The Political Power of Consumers

"I believe that the consumer movement will far transcend the simple aim of helping people buy intelligently the things they need," he [A. A. Benson, president of the American Association of Advertising Agencies] said. "It may become a political power in this country, constitute, in fact, that commanding middle of the road majority of our people who are becoming as tired of crackpots and visionary protectors as they were of the hardshells who used to exploit them."

—San Francisco Chronicle

Midol -- "Patent Medicine"

THE *Journal* of the American Medical Association in its issue of June 4, 1938, has a word or two on patent medicines that "makes to think," in the expressive language of our French brethren. Says the *Journal*:

"When one buys a 'patent medicine,' one buys a *name* and not a *thing*! The thing may change overnight, but the name, like Tennyson's brook, goes on forever. The 'patent medicine' manufacturer builds up a property value, not in the *thing* that he puts out, but in the trade-marked name that he gives to his product. Should it be commercially expedient to change completely the composition of a 'patent medicine,' the average manufacturer of such products will not hesitate to make the change. But the public will be none the wiser until some independent investigator records the fact."

The cause of this outburst of righteous indignation is *Midol*, a preparation that has been on the market for many

years and extensively advertised as "especially for the relief of functional menstrual pain and discomfort." It was one of the first "nostrums" sold direct to the public to depend for its action on the presence of aminopyrine, which for physicians' use was marketed under the name "Pyramidon."

The Medical Association's *Journal* refers to its issue of August 10, 1912, which contained a chemists' report that showed *Midol* depended essentially on Pyramidon for its therapeutic effect and also contained a small quantity of caffeine. The report commented that now that Pyramidon was being used as a patent medicine it was "probable that its toxicology will become better known." [Guinea pigs. just guinea pigs!]

How true that is may be seen from the following extract from the American Medical Association's *New and Non-official Remedies* (1939):

"Aminopyrine appears to produce serious and sometimes fatal granulocytopenia [a deficiency in white blood cells], especially in susceptible individuals. . . . It should not be administered in large doses or over a long period of time unless repeated leukocyte and differential counts are made at regular intervals. The drug should not be used in the treatment of dysmenorrhea or for any other purpose at or near the menstrual period."

Despite the fact that the dangerous qualities of aminopyrine have been known for years, *Midol* continued to contain this drug. On December 19, 1936, the Food and Drug Administration seized over 1600 packages of *Midol*, charging that the product was misbranded in violation of the Food and Drugs Act. The Notice of Judgment concerning this case reported "the statements represented that the article was a safe and appropriate remedy when used as directed . . . whereas it was not a safe and appropriate remedy for such conditions when used as directed, but was a dangerous drug" and that "it [*Midol*] contained a drug that was deemed to be dangerous,

which had narcotic or sleep-producing properties, and which might be habit-forming."

In 1937 more *Midol* was seized by the authorities, and the Bureau of Investigation of the American Medical Association was informed that its formula had been changed. Because of this report, a sample of *Midol* was purchased in Chicago on the open market, and the American Medical Association's chemists reported that aminopyrine still appeared to be the essential ingredient of the product.

In 1938 the General Drug Company in a letter to the Association's Bureau of Investigation admitted that the composition of its product had been changed and stated that *Midol* did not contain aminopyrine, but did not see fit to state what *was* in the new product.

Again a specimen package of *Midol* was purchased on the open market and analyzed. The American Medical Association's analysts reported that these tablets apparently contained no aminopyrine but did contain caffeine and appeared to have, for their most active ingredient, acetylsalicylic

acid—*aspirin*! The package containing the new *Midol* was identical with the old.

When one buys a "patent medicine," one buys a *name* and not a constant, well-standardized, consistent product. The product you buy may not be the "old reliable remedy" you are accustomed to,

but something new and untried. Its ingredients may be worse for you, or better. In any case, you won't know, as a rule, until a long time after, when the American Medical Association or some other well-qualified agency gets around to examining and reporting on the medicine.



Agranulocytosis

1. The cause of most agranulocytosis is now definitely established.
2. The disease has practically disappeared from Denmark because aminopyrine is no longer used in that country.
3. Approximately 80 per cent of drug-produced agranulocytosis is caused by the administration of aminopyrine or one of its compounds, with a lesser percentage being caused by the administration of dinitrophenol, arspenamine, sulfanilamide, and novaldin.
4. The disease is decreasing in incidence in the United States, probably because of the more cautious use of aminopyrine by the medical profession.
5. The number of cases of agranulocytosis from the use of sulfanilamide will probably increase in the future, particularly if this drug is incorporated in patented remedies and indiscriminately sold to the public under noninforming names.
6. Physicians should attempt to prevent this disease by caution in the use of these drugs, by instruction of patients concerning their purchase in drugstores and by programs of public instruction.

—"Relation of Drug Therapy to Neutropenic States,"
Journal of the American Medical Association

The Glass of Fashion

By

JEAN BROADHURST

Teachers College, Columbia University, New York

DESPITE the title this is not an advance announcement of styles sartorial. It presents no "mould of form" for your delectation or emulation. It is merely a discussion of the obvious trend in present day advertising—what might even be termed the mad rush of advertisers to the microscope.

Two and a half centuries ago, when the microscope was still "that new and wonderful invention," Pepys wrote enthusiastically about the "most curious bauble" he had just purchased, "the best in all England." But although he sat up until two o'clock reading about the things to be seen with it, even his enthusiasm never led him to predict that the time would come when the big men of business, the kings of commerce—undeniably pragmatists all—would likewise sit up o' nights with their eyes glued to the eyepiece of that same curious bauble.

How else can we explain the almost ubiquitous microphotographs in present day advertising? Leaf through the popular illustrated magazines, especially the large-page weeklies and monthlies, and count the advertisements which seek to break down sales resistance by portraying the peculiar and characteristic minute structure of their products—picturing anything and everything from the outer reflective, non-absorptive surface to the very core—crystalline, spatially porous, or otherwise.

Reprinted by permission from *School Science and Mathematics*

"Look on this picture and then on that," each advertiser directs, providing you with two microscopic photographs; by the first you may satisfy yourself concerning the superior values and advantages claimed for the product offered you, and by the second you are to be convinced of the inferior quality of the product or products of any and all competitors. To the thoughtful, the curious thing about it all is that two photographs always suffice; there is no middle ground—there are no grades of inferiority. All other products are equally and damnably bad. Buy any but the one the advertiser produces and you throw away your money, double your work, waste your time, alienate your friends, damage your property, endanger your children, injure your health, and hurry yourself and your entire household to an early grave. . . .

Producers of milk (whether fresh, evaporated or acidophilus), salad dressings, baking powders, yeast, watches, boilers, pistons, oil filters, gasolines, railroad ties, toilet papers, towels, pillow cases, silk hose, vacuum cleaners, dish washers, clothes washers and wringers, insulating materials for refrigerators and buildings, ultra-violet apparatus, disinfectants, moth destroyers, soaps, silver polish, floor wax, paints of all types, household abrasives, skin lotions, shaving creams and even razors, invoke the aid of the microscope. With it, they prove to you the quick action, the superior quality, the lasting values or the absolute harmlessness of the product offered. Thus may we be warned or assured regarding the crystalline structure of metals, the calcareous organisms in silver polish, the size of the air spaces in wall and refrigerator materials, the fat droplets in milk, the bubbles in shaving lather, and even the angles at which razors cut hair! Shades of Ezekiel, who commanded the son of man to take a sharp knife, a barber's razor, and divide a hair!

Comparisons *are* invidious, and there are legal perils for those who make them. But safety has often been secured by

making the comparison insidious. Such advertisers play with a more delicate touch upon our credulity or our ignorance, some of them contenting themselves with the emphasis values of that little word, *the*, so rapidly becoming overworked in this connection. We read of *the* soap for delicate skins, *the* tobacco for the discerning smoker, *the* pen that will last a lifetime, *the* screens that never rust, and *the*—interminably! There's a Ph.D. thesis in the changing values of the article *the*—still called a limiting adjective by grammarians, although in advertising its limit is the sky, as witness, "*the* non-freeze oil for altitude records."

But with the microscope at hand, the advertiser gains confidence. He dares to assert definite specific claims, even wholly unrelated or unmeaning ones, if they have psychological appeal, for has he not the microscope pictures to prove them? It is more than a dramatic sense that leads him to picture the points in favor of his product. It is not really because he feels that the movies have made us eye-minded. It is because he still believes in the efficiency of the printed word and the continuance of our age-old dominance by it. Who does not know that old tale of the avaricious Italian who envied the property of a neighbor and brought suit to obtain it, presenting in evidence of ownership—being somewhat of a psychologist—a will purporting to be that of one Peter, an uncle of the Caesar then reigning in Rome. That Caesar had never had an Uncle Peter availed the rightful owner not a whit. There was the document, date and all, even to the signature on the dotted line, and nothing could gainsay that evidence!

Naïve, was it not? But still quite characteristic of our mental processes, even today. Even those of us who profit by the shocks of experience and grow a trifle sceptical, are caught by the same advertising device. Very sharp and knowing we feel as we boast that "we like to see for ourselves," that we "have to be shown," and manufacturers and producers flatter us by proceeding to do the showing

—through the microscope, which cannot lie, and reveals as it magnifies.

There, they imply, we get “the truth, the whole truth, and nothing but the truth.” But do we—all—and always? A study of several of these microscopic pictures leads one to question it. One investigator, checking up on what is probably the most widely known of these pictures, said, “I’ve compared dozens of samples with the photograph given, and all I can say is, that like Moses, ‘I saw no similitude.’”

Even when literally true, an advertisement may be quite misleading. Fat globules may be as numerous or as large as pictured in the tiny photograph, but, after all, does that insure four per cent milk fat in the bottle left at our door daily? This scouring powder may not have any of the sharp grit depicted, but does that prove that no corroding chemical is present to destroy enamel surfaces? The shaving soap bubbles may be as small as the one shown, but are small soap bubbles really desirable?

The ignorant and unsophisticated reader does not stop to think of such important alternatives and usually “believes the printer”—often to his undoing, and frequently to the emptying of his purse, without adequate return or justification. Why, alas, should one multiply his food bill by ten, by purchasing foods which the advertiser promises “will not explode in the stomach,” when no food ever explodes in the stomach?

Restrain your impatience with our human frailties, however. The customer isn’t wholly to blame for his unsophisticated delusions. He may seem unpardonably gullible. But this is “the day of small things” predicted by Zechariah. Today, when the senses and even the imagination lose themselves in the solar wastes within the molecule and become dazed by the whirring systems revolving within the atoms, even the most doubting conservative among us

is ready to believe anything, and even the very elect may be deceived.

All advertisers do not mean to deceive. Some of their claims are true both in fact and import. But even when conscious that they are leading us to "see through a glass darkly," they sometimes lack "the will to refrain"; and so frail is man, that occasionally even when advised by scientifically trained people that the labels of a given pair of pictures ought to be reversed (!), the advertiser continues to use the original false labelling. It may once have been true that "the just shall live by faith," but certainly the unjust make quite a good living by that same means—the unfounded faith of others!

A friend once told me of an unsophisticated little Scotch lady who refused to look a second time at the unsuspected world revealed to her in a droplet of bacteria, saying in explanation, "It's no' canny." Her awe is now commercialized, and microscopes have become very canny—for advertisers. They know, too, how few buyers possess a microscope, and, daily, new claims are advanced, for every new product seeks a microscope "its glories to unfold." Unconsciously they sound again the warning of Emily Dickinson:

Faith is a fine invention
For enabling men to see.
But microscopes are prudent
In an emergency.

Readers, that emergency is here. But remember that microscopes are truly prudent—we're prudent—only when we squint through them ourselves.

Keep Your Teeth Clean!

1. Clean teeth and healthy gums improve our general appearance and show that we are careful about our personal hygiene. Brushing the teeth makes them feel smooth and comfortable and gives the mouth a pleasant, clean taste.

2. Millions of germs are in the mouth all the time. Some of these germs cause food particles to decay. Decaying food has a disagreeable odor, and it makes the breath unclean.

3. Food left on the teeth mixes with the mucin in the saliva and forms a sticky mass that is called film. If this film is left on the teeth, "the bacteria grow and manufacture acids which have the power of dissolving the lime salts of the teeth." If the teeth are poorly formed or poorly nourished, these acids may cause tooth decay.

4. Bits of food left between the teeth or wedged along the gums irritate the gums. . . .

The Toothbrush

1. Select a toothbrush that fits your mouth. A small medium hard brush with well-spaced tufts of bristles of even length is desirable. Give toothbrush proper care. The mouth cannot be kept clean with an unclean toothbrush.

2. Before a new brush is used, soak it for two hours in salt water solution (one teaspoonful of table salt to one glassful of *cold* water).

3. Use clean, cold water to wash the brush before and after you use it.

4. After cleaning, shake the brush, and put it in a clean

Reprinted from "Build and Protect Your Teeth," Bulletin 454,
from the University of Georgia College of Agriculture

light place (sunlight if possible) bristle end up.

5. About once a week cover the wet bristles with salt and leave to dry.

6. It is desirable to have two brushes so that each can dry for 24 hours before using.



The preferred type of toothbrush.

Reprinted by permission from Consumers' Research *Bulletin*

What to Use for Cleaning Teeth

Any good tooth cleaning material, powder, or paste that is not so coarse as to injure the enamel and that does not contain strong medicines that will irritate the gums, may be used for cleaning the teeth. Soda or salt, or a combination of the two, make a safe, useful, and inexpensive cleanser. . . .

How to Brush the Teeth and Gums

There are several approved methods of brushing the teeth. A simple one uses the sweeping stroke, brushing down on the upper teeth and up on the lower teeth.

Every tooth has five sides to be cleaned, the inside, the outside, the top or chewing side, and the sides between each two teeth.

Begin by placing the bristles of the brush flat against the gums. Sweep towards the chewing surfaces using about forty strokes, moving after each eight or ten strokes, until all surfaces touching cheeks and tongue are brushed. In this way, brush the outside surface of the upper teeth, then inside surfaces.

Repeat on outside surfaces of lower teeth, then inside surfaces.

Brush the chewing surfaces of both upper and lower teeth.

Brush the roof of the mouth and the tongue with two or three light strokes of the brush.

When to Brush Your Teeth

It is important that food particles be removed quickly. Therefore, it is desirable to clean the teeth after each meal. The most important times to clean the teeth and mouth thoroughly are before breakfast and before bedtime.

Use a mirror to be sure teeth are clean.

Why Teeth and Gums Should Have Exercise

The teeth and gums, like any other part of the body, need exercise for health and growth.

1. Exercise makes the blood circulate freely through the gums and helps to keep them healthy.

2. Exercise helps the jaws and teeth attain full growth and proper shape and size.



Auto Derelicts Not the Menace We Suppose

By

FRED C. KELLY, JR.

“TEN DAYS in the City Workhouse or a guarantee you will keep your ramshackle auto off the streets,” a Cleveland municipal judge recently told an indigent motorist who had been involved in an accident. The guilty man had little choice, and if he did not discontinue operation of his decrepit vehicle, the judge could suspend his driver’s license as well as send him to jail. This judicial departure from the usual fine or jail sentence is becoming common. It is hailed almost unanimously by judges, laymen, automobile dealers, and organizations seeking to reduce highway accidents as an efficacious method of ridding the highways of worn-out cars—considered potential death machines.

By this procedure the highways are not only cleared of moribund autos, the judge explains when asked about this ruling, but their owners, by choosing to dispense with their cars, are spared the ignominy of a few days in jail or the hardship of a heavy fine. The hardship worked on the individual of being without means of transportation or of being forced to buy a more up-to-date and expensive car is not taken seriously by the courts or the public, for it is felt that any stringent measure is acceptable which will reduce the huge highway accident toll.

THIS new concept of dealing with traffic offenders, who naturally are in the lower income brackets, was initiated

a few years ago after the publication of figures by a reputable organization showing that the majority of automobiles involved in fatal accidents were more than four years old. Auto dealers, confronted with large stocks of new cars they were unable to sell, jumped at this opportunity to help remove aged autos from the road and gave added impetus to this wholesale scrapping under the guise of a means to increased highway safety.

A great mass of statistics, graphs, and persuasive cartoons, supposedly proving the culpability of the ancient vehicles, flooded the newspapers and magazines of the country soon after the first report was released.

Everyone has been made to feel that the demolition of rickety machines will help decrease highway accidents, and persons in the automobile business who might be expected to know just how much danger lurks in the old car as compared with the new are most active in the campaign to clear the roads of them. Not a murmur has been heard in defense of the aged auto or its owner.

THERE is no argument from any viewpoint that more autos several years old are involved in accidents than those only a year or two old. However it does not follow logically from this that the age of the car is the factor which accounts for their greater prevalence in accidents. First—there are about 28,800,000 automobiles in the United States today and only about 2,300,000 new ones sold each year. If mechanical fitness played no part whatsoever, the great majority of accidents would still be those in which cars some years old were involved.

Second—as the value of a machine decreases, it falls into the hands of persons of lower income and usually less responsibility. Just as people in low income strata have more fires in their homes, more household accidents and injuries, even more sickness, so are motorists who can afford only

a \$100 auto more likely to become involved in accidents through carelessness or inefficiency than their more opulent brethren. The cause of higher accident rates among old cars, therefore, could easily be considered as made up partly of psychological elements rather than being due to a mechanical failure of parts. Moreover, studies have been made showing that drivers under 20 years of age have more accidents for their number than do older persons. We know that boys and girls in their teens who can afford a car are far more likely to have a cheap, old car than a new, dear one. Here then is another condition which explains why cheap and therefore old and partially worn-out autos are more likely to be in accidents than are new and costly machines.

During 1937, when approximately 39,500 people in the United States were killed in auto accidents, the greatest single cause was excessive speed. Speed could be attributed as the cause of practically all fatal accidents, as few people would ever be killed if traffic did not exceed 20 or 25 miles an hour. Automobiles, like human beings, do not speed up as they grow older. In fact, it is fair to say that the inefficiency of braking systems in an older machine is probably fully offset as an accident cause by the lower speed at which the car is driven.

Of course, the irresponsibility of the low income or youthful driver may prompt him to operate his six- or seven-year-old auto at an excessive and unsafe speed, but the fault is not that of the machine. Chances are that the man with the new car which he considers mechanically perfect will drive it at a much faster rate (relative to the rate at which it can be driven safely) than the owner of the old one who knows that its parts are wobbly and insecure and that any accident may mean the end of his uninsured car, if not of himself. Even when an old car is badly worn, engineers tell us, the chances of steering mechanism failure,

dropping off of wheels, breaking of axles, or the complete and sudden paralysis of brakes are little more than in the model just off the assembly line.

In all studies of causes of accidents, "defect of machine" stands far down the list.

THE State of Ohio, Department of Highways bulletin, covering the period from January 1 to August 31, 1938, shows that of 9,152 vehicles involved in fatal and non-fatal accidents, there were 589 autos, or only $6\frac{1}{2}$ per cent, in which the condition of the machine contributed totally or partially to the accident. Further examination reveals that "condition of the machine" includes defects just as likely to be found in the car one year old as the seven- or eight-year-old vehicle. Autos with glaring headlights, a condition more likely to be found in a new car with satisfactory reflectors than in an old one with dim, inadequate headlights, existed in 116 cases. Tire punctures or blowouts were suffered by 118 autos, but here again it is a condition found on new as well as old cars. Any vehicle which has traveled over 15,000 miles with the same tires is in danger of a tire blowout.

Other auto defects sometimes cause accidents. Wheels do come off, axles break, drive shafts drop to the road and wreck the car, but these defects occur so seldom as to be negligible. In fact, figures are not given for these causes separately. When grouped under a miscellaneous heading, all of them taken together are less than the percentage from glaring headlights alone.

T HUS it seems that because of sheer public ignorance coupled with the shrewd propaganda of automobile agencies, manufacturers, and other concerns which benefit from the early scrapping of cars, an undeserved stigma has been attached to the aged auto. Owners of such machines

have been placed on the defensive and often forced to trade their autos for cars beyond their means simply to satisfy a court which has been hoodwinked by this incessant publicity on the defects of used cars.

Offenders who need particular regulation are bus and truck drivers. The Research Department of the Kansas Legislative Council found that in 1935 over one-fifth of the fatal accidents in Kansas involved trucks and buses despite regulations and enforcement by the highway patrol. "More stringent requirements concerning carriers and their equipment, and greater enforcement facilities are necessary," the Kansas authorities determined. "Less than three per cent of the bus and truck drivers examined by the corporation commission of Kansas in September, 1936, reported that they stayed within the legal speed limit of 45 miles per hour for buses and 35 miles for trucks."

When to Buy and When Not to Buy

Notwithstanding the fact that the general price level should tend to advance for some time to come it will not be a steady advance. It will be in the form of "ups and downs." Sir Isaac Newton's Law of Action and Reaction applies to the movements of commodity prices as it applies to the movements of the planets. The business cycle acts as does the pendulum of a clock; and with the swings of that pendulum commodities go up and down in price. This means that your family should refrain from buying merchandise during "good times," but that they should then store up cash. When "bad times" come, use this cash to buy enough household supplies to carry you through the next period of prosperity. Of course, this requires character and courage; but without these qualities your family is licked anyway. *As far as possible, avoid buying any goods with fixed prices.*

Consumer Protection, How It Can Be Secured, by Roger W. Babson and C. N. Stone, Harper and Bros., New York.

Chocolate Milk Drinks

NOT so many years ago a chocolate soda (milk, chocolate syrup, and fizz water) was regarded as a confection—something in the nature of a special treat rather than a staple article of diet. Its modern counterpart, chocolate flavored milk, is served to children during midmorning recess, at lunch, at dinner, and even before going to bed. For health's sake it would probably have been better if such drinks had remained in the luxury class to be taken only occasionally.

An increasingly large number of medical and scientific authorities are coming to the conclusion that all is not well with the "Drink more milk" habit. This whole subject is well treated in a chapter of *Eat, Drink and Be Wary*, by F. J. Schlink. Briefly summarized here are some of the objections to wide and indiscriminate use of milk. With many people, when it reaches the stomach, it forms tough rubbery curds that are indigestible. When children are forced to drink too much milk, they have no appetite for the more substantial food they need. (Milk being a bulky food takes up much space needed in small stomachs for meat, eggs, and vegetables.)

Milk cannot be the "most nearly perfect food" or the "ideal food of the race,"¹ as claimed by advertisers, because when fed alone to adults or children beyond infancy it constitutes an anemia-producing diet. Many

¹ Both these expressions, or close equivalents of them, are widely used in nutritional literature. The above are quoted exactly from the book, *Milk—The Indispensable Food*, by Dr. James A. Tobey (doctor of public health and until recently publicizer of the health values of milk for the Borden Co., and co-author of another book called *The Most Nearly Perfect Food*, published by Williams & Wilkins, 1929), published by Olsen Publishing Co., 1933.

persons are highly sensitized to milk and consequently should eliminate it from their diet. An article in the Journal of the Alabama Medical Association states flatly, "The mid-morning glass of milk so often given is a bad thing for a child with a poor appetite."

It is obvious that the chocolate flavoring is added to milk to induce children to drink more milk or to drink it at all in some cases. This addition is sometimes in itself objectionable. For example, the Committee on Foods of the American Medical Association finds unacceptable foods for children consisting largely of chocolate or cocoa which contain considerable quantity of theobromine and caffeine which may be present in both these products. Adults do not as a rule knowingly feed beverages containing such stimulants to young children. Another expert addressing a convention of Dairy and Milk Inspectors said, "The consensus is that the standard one per cent chocolate milk mixture is practically no different in food value from plain milk, *while four per cent would be injurious.*" [Italics ours.]

The chocolate milk drinks as a rule are made from milk or skim milk, cocoa or chocolate flavoring, with a starch or gum such as agar-agar or tapioca starch to hold the chocolate in suspension. It is interesting to note that Canada does not permit use of the word "milk" in connection with these products but requires them to be labeled "chocolate flavored dairy drink." The regulation on such products, according to one report reads:

19. Chocolate Flavoured Dairy Drink shall be a beverage made from milk, skimmed milk, milk powder, or skimmed milk powder, to which have been added sugar and prepared chocolate or prepared cocoa made from chocolate or cocoa with harmless stabilizers, salt, and flavouring.

Chocolate Flavoured Dairy Drink shall be labelled as such and upon the label there shall be printed in easily

legible type with distinct visibility, the percentage of milk fat contained in the beverage.

Chocolate Flavoured Dairy Drink shall not contain more than 50,000 bacteria per cubic centimeter as estimated by the plate method followed by the Laboratory of Hygiene, Department of Pensions and National Health, Ottawa.

There is little, if any, regulation of such products in the United States. Sanitary conditions may be anything from good to very poor. A careful study of the activities of the Food and Drug Administration reveals only that a number of brands have been proceeded against for misbranding, which usually consists of including the term "malted milk" in the brand name, although the Administration's chemists could find little or no malt in the actual contents. Here are some brands that were found by the government to be misbranded.

Taste Rite Chocolate Flavored Malted Milk (The Euclid Coffee Co., Cleveland) Found to be a mixture of sucrose, skimmed milk powder, and cocoa—and in some lots, malt extract. It contained no malted milk, said the Food and Drug Administration.

Fyne Taste Chocolate Flavored Malted Milk (Union Premier Stores, Inc., Philadelphia) Same product as *Taste Rite*.

Malt-O-Milk, Chocolate Flavor. Found to consist principally of sugar with small amounts of cocoa, cornstarch, and malted milk present. It contained no malt. The labeling, said the Food and Drug Administration, also bore false and misleading claims regarding its food value.

Tasty-Malt Chocolate Flavor Malted Milk (Berko Malted Milk Co., Glendale, L. I., N. Y.) Was found to consist largely of sugar and cocoa and to contain no malted

milk. Skim milk solids were present instead of milk solids.

Lovely Sweet Malted Milk Chocolate Flavor (General Desserts Corp., N. Y. C.) Samples of this product examined by the government were found to contain but small amounts of, if any, malted milk.

It would appear that before the Food and Drug Administration has a chance to catch up with such cases of misbranding you may be paying malted milk prices for a product which might better be mixed at home for far less money and with higher food values.

Another variety of the chocolate milk drink is *Krim-Ko* Chocolate Flavored Drink. This is patented, and licenses to use its name and formula must be obtained from the Krim-Ko Co., Chicago. According to a report in a medical journal, the product is essentially pasteurized, chocolate-flavored skim milk sweetened with sugar, flavored with vanilla, vanillin, and cumarin, with tapioca flour, salt, and traces of tartaric acid and agar. There are a great many dairies and ice cream companies all over the country licensed to manufacture this product.

* * *

In spite of health claims and high-pressure attempts to get mothers to feed their children more milk made palatable with sugar and flavoring, it will be wiser to regard these chocolate milk powders, flavorings, and drinks as confections. As every mother knows, a *little* candy now and then may have a legitimate place in the diet of a healthy child. A homemade chocolate drink may have its place as a *special treat*, but it should not be looked upon as a staple article of food. Served too often, it will undoubtedly displace the more important fresh vegetables, eggs, meat, and other staple items of food that are vitally necessary in a child's daily diet to build a sturdy body and sound teeth.

When You Buy or Build

A Book Review

BUYING or building a house is not to be rushed into lightly. A great deal of careful preparation including reading all available books on the subject is a wise step before beginning on plans and construction.

Much practical advice is compactly presented in a little book* by Arthur M. Weimer, Professor of Real Estate and Housing at Indiana University, and John J. Rowland, Associate Professor of Architecture of Georgia School of Technology. Bear in mind, first of all, they say, that the house owner buys a "share" in the neighborhood and the city in which his property is located. It is important to analyze the economic possibilities of the city, as well as the neighborhood, before buying because all property values will decline if the city diminishes in economic importance. Excellent advice is given on how to avoid locating in a section which is in danger of being blighted by old and obsolete buildings, filling stations, and other factors which tend to reduce the value of residential property.

Be sure to check on taxes, special assessments, and police and fire protection. The availability of churches, schools, parks, good shopping and amusement centers, all add to the desirability of a particular location. Adequate and easily accessible and low-cost transportation is an important consideration.

THE chapter on "What to Buy" discusses in short space the chief architectural and structural factors to be considered in buying or building a home. Advice is given on

* *When You Buy or Build a Home*, by Arthur M. Weimer and John J. Rowland. The Ronald Press Co., New York City. \$2.

figuring how much to pay in relation to income, and items, such as water service charges, fire insurance, and depreciation, frequently overlooked, are discussed. In selecting the style of architecture the authors remind us that good taste and simplicity go hand in hand. Over a period of time, the value of a house constructed in simple, traditional style and in good taste will be more stable than one built in the temporary popularity of a particular style.

After you have settled on the general style, there is the problem of size, how the house shall be placed on the lot, how the rooms shall be arranged, and what type of construction to use. These and other problems are outlined in a general fashion but in sufficient detail to show the prospective home-builder what to look for and what to avoid. Some of the advice on plumbing, however, is erroneous. For example, the statement "Coal cannot be used economically for hot water heating in most localities, unless the tank holds one hundred gallons or more" is contrary to the best technical advice available to *Consumers' Digest*.

The book concludes with a chapter on "When to Buy"—advice on the real estate market, and one on "How to Buy." On the whole, it is to be recommended for reading early in the process of preparing to buy a house. It is not the only book to be consulted, however, in making one's plans, for it is by no means a blue print nor does it provide detailed advice on numerous technical questions that will come up. The advice on procedure and points to be checked, however, is good.



Picking Your Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure
biog—biography
com—comedy
cr—crime and capture of criminals
hist—founded on historical incident
mel—melodrama

mus-com—musical comedy
mys—mystery
nov—dramatization of a novel
rom—romance
soc—social-problem drama
trav—travelogue

AA	A	B	C	
19	7	—	—	Adventures of Robin Hood adv AY C
—	13	6	2	Affairs of Annabel com AY
8	8	3	1	Alexander's Ragtime Band mus-com A
10	8	1	1	Algiers mel A
—	—	4	4	Always in Trouble com AY C
9	9	3	3	Angels with Dirty Faces mel A
—	6	4	2	Annabel Takes a Tour com AY
—	5	2	—	Arizona Wildcat com AY C
—	12	14	—	Arkansas Traveler com AY C
—	4	5	1	Arrest Bulldog Drummond mel AY
2	6	6	3	Artists and Models Abroad com AY

AA	A	B	C	
3	7	1	1	Beachcomber, The rom A
—	1	6	8	Block Heads com AYC
—	6	3	—	Blondie com AYC
8	8	3	1	Boy Meets Girl com AY
13	7	1	1	Boys Town soc AY
1	5	5	5	Breaking the Ice com AYC
—	1	2	9	Broadway Musketeers mel A
5	15	2	2	Brother Rat com AY
—	6	7	4	Bulldog Drummond in Africa mys AY
—	4	6	5	Campus Confessions rom AY
5	12	3	1	Carefree com AY
—	7	6	3	Chaser com A
2	4	—	—	Christmas Carol nov AYC
—	3	3	3	Cipher Bureau mel AY
14	7	2	—	Citadel nov AY
1	—	3	3	Clown Must Laugh rom A
—	—	3	3	Come On Leathernecks rom AY
—	3	3	—	Come On, Rangers wes AYC
2	11	6	2	Cowboy and the Lady com AYC
—	—	1	3	Crashin' Thru Danger mel AY
—	1	1	5	Crime Over London cr AY
—	1	2	1	Dangerous Secrets rom AY
10	11	—	—	Dark Rapture trav AY
4	3	—	—	Dawn Patrol mel AY
—	—	2	2	Delinquent Parents soc A
—	1	2	2	Down in Arkansaw com AY
—	8	4	2	Down on the Farm com AYC
1	4	10	—	Dramatic School mel AY
12	7	1	2	Drums adv AYC
7	5	3	1	Edge of the World adv AY
—	2	3	2	Everybody's Baby com AYC
—	—	3	5	Exposed mel AY
2	12	3	2	Fast Company mys AY
—	4	10	6	Five of a Kind com AYC
—	1	3	2	Flirting With Fate com AYC
9	10	3	1	Four Daughters mel AY
2	10	7	4	Four's a Crowd com AY
—	2	4	4	Freshman Year com AYC
—	3	5	—	Frontiersmen wes AYC
—	2	2	8	Fugitives for a Night mys AY
—	1	1	3	Gang Bullets cr Ay
—	4	7	3	Gangster's Boy mel AY
1	13	5	4	Garden of the Moon mus-com AY
—	1	8	8	Gateway rom AYC
—	5	4	3	Girls on Probation cr A
—	10	5	—	Girls School mel AY

AA	A	B	C	
1	5	2	1	Gladiator com AY
—	1	3	—	Going Places com AY
5	10	—	—	Grand Illusion mel AY
18	4	—	2	Great Waltz biog AY
—	6	7	6	Hard to Get com AY
—	—	—	5	Held for Ransom cr AY
—	—	6	—	Higgins Family com AY
—	1	3	1	High Command nov AY
—	—	5	2	Highway Patrol mel AY
3	12	3	1	Hold that Co-ed com AY
14	9	1	—	Holiday rom AY
—	3	3	—	I Am A Criminal mel AY
2	9	3	—	I Am the Law mel AY
—	—	—	4	I Demand Payment mel A
15	6	—	1	If I Were King hist AY
—	1	2	5	If War Comes Tomorrow mel A
—	3	5	7	Illegal Traffic mel A
—	9	7	3	I'll Give a Million rom AY
—	—	2	3	I Married a Spy mel A
—	—	6	4	Inside Story mel AY
—	—	4	3	Irish and Proud of It com A
—	2	4	1	I Stand Accused mel AY
4	11	3	2	Just Around the Corner com AY
—	—	1	7	Juvenile Court mel AY
—	10	4	1	Keep Smiling rom AY
1	6	—	—	Kentucky rom AY
—	6	8	5	King of Alcatraz mel A
—	1	2	3	Lady Objects rom A
6	5	1	—	Lady Vanishes mys AY
—	—	3	9	Last Express mys A
—	2	4	3	Last Warning mys AY
2	10	5	1	Letter of Introduction rom AY
1	10	3	3	Listen Darling com AY
—	—	1	4	Little Adventuress mel AY
—	—	2	5	Little Orphan Annie mel AY
—	4	3	6	Little Tough Guys in Society com AY
5	19	3	1	Love Finds Andy Hardy com AY
1	9	4	6	Mad Miss Manton com AY
10	11	3	—	Man to Remember mel AY
1	3	3	1	Man with 100 Faces mel AY
13	5	3	1	Marie Antoinette hist AY
—	—	4	4	Mars Attacks the World mel AY
—	—	—	3	Meet the Mayor com A
6	7	8	3	Men with Wings adv AY

AA	A	B	C	
—	—	—	7	Missing Guest <i>mys</i> <i>AY</i>
—	3	3	6	Mr. Doodle Kicks Off <i>com</i> <i>AY</i>
—	2	1	2	Mr. Moto Takes a Vacation <i>mys</i> <i>AY</i>
—	1	3	—	Mr. Moto's Last Warning <i>mys</i> <i>AY</i>
—	2	4	3	Mr. Wong, Detective <i>mys</i> <i>AY</i>
2	11	7	2	Mother Carey's Chickens <i>nov</i> <i>AYC</i>
—	9	8	5	My Lucky Star <i>com</i> <i>AY</i>
—	10	2	2	Mysterious Mr. Moto <i>mys</i> <i>AY</i>
—	6	3	1	Mysterious Rider <i>wes</i> <i>AYC</i>
—	3	1	—	Nancy Drew, Detective <i>mys</i> <i>AYC</i>
—	2	1	2	Next Time I Marry <i>com</i> <i>AY</i>
—	1	5	2	Night Hawk <i>cr</i> <i>AY</i>
—	2	2	—	Outside the Law <i>mel</i> <i>AYC</i>
2	12	1	—	Out West with the Hardys <i>com</i> <i>AYC</i>
—	2	4	1	Pardon Our Nerve <i>com</i> <i>AYC</i>
—	2	4	2	Peck's Bad Boy with the Circus <i>com</i> <i>AYC</i>
—	—	6	7	Personal Secretary <i>mys</i> <i>AY</i>
—	—	5	—	Prairie Moon <i>wes</i> <i>AYC</i>
5	14	7	2	Professor Beware <i>com</i> <i>AYC</i>
13	4	—	—	Pygmalion <i>com</i> <i>AY</i>
—	5	12	—	Racket Busters <i>cr</i> <i>AY</i>
4	14	3	—	Rage of Paris <i>rom-com</i> <i>AY</i>
—	—	—	3	Rebellious Daughters <i>mel</i> <i>A</i>
—	1	3	1	Renegade Ranger <i>wes</i> <i>AYC</i>
—	3	9	6	Rich Man, Poor Girl <i>rom</i> <i>AY</i>
—	4	4	2	Ride a Crooked Mile <i>mel</i> <i>A</i>
—	1	5	3	Road Demon <i>mel</i> <i>AY</i>
—	5	3	4	Road to Reno <i>com</i> <i>A</i>
2	9	8	3	Room Service <i>com</i> <i>AY</i>
—	4	7	1	Safety in Numbers <i>com</i> <i>AYC</i>
—	5	5	9	Say It in French <i>com</i> <i>A</i>
—	—	2	7	Secrets of a Nurse <i>mel</i> <i>A</i>
—	1	2	5	Secrets of an Actress <i>rom</i> <i>A</i>
—	10	6	3	Service de Luxe <i>com</i> <i>AYC</i>
—	2	2	1	Shadows Over Shanghai <i>mel</i> <i>AY</i>
—	2	3	5	Sharpshooters <i>rom</i> <i>AY</i>
1	3	5	5	Shining Hour <i>rom</i> <i>A</i>
5	10	8	1	Shopworn Angel <i>rom</i> <i>A</i>
—	—	4	13	Show Goes On <i>rom</i> <i>A</i>
5	12	4	1	Sing You Sinners <i>com</i> <i>AYC</i>
4	12	3	4	Sisters, The <i>rom</i> <i>AY</i>
4	7	3	2	Sixty Glorious Years <i>hist</i> <i>AYC</i>
—	—	3	2	Slander House <i>mel</i> <i>A</i>
—	5	2	7	Sons of the Legion <i>mel</i> <i>AY</i>
3	4	6	1	South Riding <i>rom</i> <i>AY</i>

AA	A	B	C	
2	11	2	5	Spawn of the North mel AY
1	13	3	4	Spring Madness com AY
—	10	5	3	Stablemates mel AYC
—	2	1	2	Starlight Over Texas wes AYC
—	2	5	7	Storm, The mel AY
—	3	2	4	Storm Over Bengal mel AY
3	7	2	8	Straight, Place and Show com AY
—	2	4	1	Strange Boarders mys AY
—	1	3	2	Strange Faces mel AY
5	9	3	2	Submarine Patrol mel AY
7	7	6	5	Suez rom AY
2	2	—	—	Sweethearts mus-rom AYC
—	2	4	3	Swing that Cheer com AYC
—	—	4	9	Tarnished Angel rom A
—	1	4	4	Tenth Avenue Kid mel AY
1	5	2	—	Thanks for Everything com AY
—	8	4	4	Thanks for the Memory com AY
13	9	1	—	That Certain Age com AYC
4	16	5	1	There Goes My Heart com AY
1	8	9	5	The Texans adv AYC
—	—	1	5	This'll Make You Whistle com AY
—	16	3	3	Three Blind Mice rom AY
2	5	4	—	Three Loves Has Nancy com AY
7	9	4	2	Too Hot to Handle mel AY
—	3	2	1	Torchy Gets Her Man com AY
1	6	6	5	Touchdown, Army mel AYC
2	6	6	9	Toy Wife rom A
—	4	—	—	Trade Winds rom AY
—	2	7	4	Under the Big Top rom AY
—	5	8	6	Up the River com AY
—	5	2	13	Vacation from Love rom AY
1	12	4	3	Valley of the Giants adv AYC
—	1	2	2	Wanted by the Police mel A
—	12	5	2	We're Going to Be Rich rom A
—	1	2	2	Where the Buffalo Roam wes AYC
—	5	6	4	Wives Under Suspicion mel A
—	5	4	15	You and Me cr A
17	3	1	2	You Can't Take It with You com AY
1	15	1	2	Young Dr. Kildare soc AYC
12	9	1	—	Young in Heart, The com AYC
—	7	7	6	Youth Takes a Fling com AY

A Reader Comments

LAST spring, when the long awaited pay raise got lost around the corner, I had a bad case of blues—not the saxophone kind. If you press me, I'll admit there is still a bit of indigo left around the edges. When a teacher signs a year's contract, it's a bit like slamming the door of opportunity (for pay raises) against one's own and only face. But the taxpayers were feeling poor, and almost everybody had the jitters, what with the Japs educating the Chinese, and some folks in Europe getting a bit confused over words like mine and thine.

MANY long years ago, when Rome was young, and I was a college enrollee—modesty forbids using the word student—a kindly professor tried to explain the difference between wages and real wages. Recently I have begun to see what he meant; I suppose that's the English in me. Wages are the dollars we take in, and real wages are the things which money will buy. After all, even Midas couldn't eat gold, and if he had lived to 1933, he wouldn't have had the chance. Do I digress? What I am trying to say is that if a fellow can somehow learn to get more for his money, it's as good as a raise. And since we can't do much about the raise, it seems sort of sensible to tackle the problem from the other end.

YOU folks, with the consumer education you have been preaching in *Consumers' Digest*, have set many teachers thinking—for which many superintendents and principals should bless you. It was just a week or so ago that the peppery little mayor of big New York City laid the cornerstone of a \$3,000,000 vocational school, where young folks will learn how to make things. Now you of *Consumers' Digest* should pray for a someone with enough vision to spend three more millions to teach them and others how to spend money.

IN my lighter moments I enjoy fiction, I read almost all the magazine ads, and even the sick excuses of truant children. But I find my tastes are changing, and must confess that at times I even read non-fiction and enjoy it. In case you're English, too, I was just trying to tell you that I read and like the *Digest*. I have even tried to indoctrinate the plastic young minds of my pupils by surreptitiously slipping copies of the *Digest* on the reading table. Somehow, they don't seem to object, and I'm old fashioned enough to believe that a few facts, in homeopathic doses, will help.—FRED RAY

What's the Easiest Thing to Do in the World?

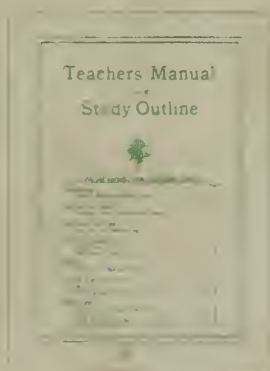


IT ISN'T very difficult to answer this question. Almost everybody, in fact, has it on the tip of his tongue. So old is the answer it has become proverbial. To spend money is supposed to be the easiest thing in the world. Anyone can do it and a drunken sailor is credited with being most proficient of all.

All the proverbs and adages also say that to spend wisely is not so easy. It requires thought and careful planning—characteristics foreign to the nature of a drunken sailor ashore. It is not so many years ago that even a wiseman was hard put to it to know when he was getting his money's worth—or, indeed, how to get it.

Nowadays he can know because CONSUMERS' DIGEST is published to chart his course in wise spending. Only 12½¢ a month is required to secure expert buying advice.

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GOOD NEWS!

1939 automobiles recommended by Consumers' Research in their February *Bulletin* will be listed in the April issue of *Consumers' Digest*.



There will, of course, be no attempt to duplicate the extensive treatment of automobiles, their accessories, and the merits of their various features. Consumers interested in such details will need to subscribe to the *Consumers' Research Bulletin*.



Tell your car-buying friends to watch for the April *Consumers' Digest* which will list 34 makes of 1939 automobiles recommended by Consumers' Research.

ON THE NEWSSTANDS MARCH 25

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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Making a Cup of Good Coffee

“SHE can’t even boil water without burning it” was Grandpa’s way of describing a poor cook. Of course, Grandpa was considered quite a wit because everyone knew that you couldn’t really burn water. Probably Grandpa would have been as surprised as anyone, however, to know what an important part even the right selection of water to boil plays in making good coffee.

It is almost impossible to make good coffee with hard water. If you live in a hard-water region, try to secure pure rain water. According to one laboratory test, the harder the water used in brewing coffee, the worse the taste of the beverage. Water should be freshly drawn from the cold water faucet after it has been allowed to run for a time, and it should be used as soon as it has boiled. One home economist advises strongly against using water that has stood in the tea kettle, regardless of the method for making coffee.

OF course, the selection of coffee is an important factor in making a good or a poor drink of coffee. Coffee, for best results, should be freshly roasted and freshly ground. If you have ever lived in the Italian or French section of a large city, you will appreciate this point. A good French or Italian housewife buys her coffee every other day, or twice a week if her family is small. She buys it in the bean and carries it home to grind it herself—just enough at a time to make the desired amount of beverage.

If you are not that fussy about your coffee you can get it ground when you buy it, but get only a half week’s supply

because ground coffee grows stale very quickly. There are some who believe that keeping the ground coffee in the refrigerator or some other cold place will help retard the deterioration of flavor.

Perhaps you don't live near a shop that roasts/its own coffee daily or often. There are usually concerns in every large city, however, which will supply freshly roasted coffee beans by mail. If several of your neighbors combine with you to order five pounds a week, you will find that the postage will not add greatly to your grocery budget. Look up the list of coffee roasters in the Classified Telephone Directory of the city nearest you, and drop a post card to a number of them, asking if they are willing to supply you with absolutely fresh roasted, unground coffee by mail, and if so, to send their prices. It may be well to experiment with different blends to discover just which one you prefer.

Another way to secure fairly fresh coffee is to buy it in the bag from a store which has a large number of customers and turns over its supply of coffee rapidly. The A & P's *Eight O'Clock* brand for example, is one of the leaders in the field. Yet *Eight O'Clock* purchased in a busy store which sells a great deal of coffee every day will probably be much better than the same brand bought at a store with a smaller turnover where it will have been on the shelves longer.

THEN there is the problem of dated coffee. *Chase & Sanborn* is the brand that first comes to mind, but other brands are dated if you know where to look and how to read the code. The month and day of the month, perhaps of delivery to the store, are stamped on the bottom of the bag of A & P's *Eight O'Clock*, for example. Sometimes the date may be read from the numbers stamped into the bag or can, such as 12838—December 8, 1938. Still another system used on a vacuum-pack can is to give the day of the

year and the year. Thus B8354 means that the coffee was packed on December 20, 1938, the 354th day of 1938. The letter B designates the plant in which it was packed. The same code might be written 8B354.

The date on the *Chase & Sanborn* coffee is the date of delivery to the grocer, not the date of roasting. According to *Fortune*, the delivery may be made from one day to sixty hours after the coffee is roasted. At the end of two weeks the unsold bags are said to be collected and sold to public institutions at several cents below the regular price per pound. According to recent reports, Chase & Sanborn is planning to put a vacuum-pack coffee on the market in certain sections of the country. Perhaps that "Rushed to your grocer, straight from the roasters" line no longer convinces as it did at another time. The consumer who wants good, fresh coffee may have discovered that, date or no date, stale *Chase & Sanborn* does not make a palatable drink.

If you can't conveniently get freshly roasted coffee, your second choice may be the higher-priced, vacuum-packed coffee in tins or jars. This will, on the average, be about as fresh as bulk coffee a week old. It will deteriorate very rapidly after it has been opened and if possible one should plan to use it in two or three days—a problem difficult for a small family to solve.

AFTER deciding upon the brand or blend of coffee you are going to use, let us consider what you are going to make it in. It is entirely possible to make good coffee by the old-fashioned boiling method, but you have to be an expert. Another method claimed by its user to be fool-proof is to add 1 part of coffee to $6\frac{1}{2}$ parts of cold water and a pinch of salt and put in the top part of a double boiler, putting either hot or cold water in the bottom part. Stir once after cooking for five or ten minutes. When the

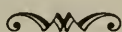
grounds settle, the beverage will then be ready to serve.

Most experts are agreed, however, that the drip method in an earthenware, glass, or enamel pot gives the best quality of flavor as well as the highest strength for a given amount of ground coffee. The scientific evidence is not entirely clear, but some experts hold that since the soluble constituents of coffee include compounds of a number of metals, it should not be made in a metal pot. The theory is that if two dissimilar metals are brought into contact in the presence of water containing certain dissolved substances, electrolytic action will occur, which may have a detrimental effect on the beverage. It has been noted in this connection that practically all domestic water contains compounds of metals in solution, which tend to increase the amount of electrochemical action of the coffee on the metal of the pot. Changes in flavor are clearly discernible in coffee that has been allowed to stand in a metal pot.

A clear coffee will be secured if coffee is made in a drip coffeepot which has filter paper or a cloth strainer. For use in a drip coffeepot, coffee should, of course, be very finely ground—pulverized, as a matter of fact. Be sure the pot is heated by rinsing it with hot water first. After the coffee has been made, it should be served at once because it loses flavor with surprising rapidity on standing. It should never be reheated nor should the grounds be used a second time if a really palatable beverage is desired.

FOR those who like a sharper flavored beverage, the percolating method may be used. To secure the best results, freshly boiling water should be used with freshly ground coffee—as for the drip method. The length of time to prepare the brew varies with the type of pot used. It is important, however, to follow directions and not allow the coffee to “perk” indefinitely nor to stand after it has been made.

If after all this discussion you still can't seem to turn out a good cup of coffee, there's one thing left. Just keep on hand a supply of good cream and sugar. These two additions will successfully mask any but the very poorest coffee. It is their wide use, indeed, which has made it possible for consumers to tolerate so long the very poor and very stale coffee that is commonly sold, particularly in the smaller towns and cities. For really good coffee tastes good and has a characteristic quality and bouquet when taken "neat" or black. Poor or stale coffee needs a "leveler," in the form of cream, or cream and sugar.



What Are the Signs of Good and Poor Nutrition?

General appearance of vitality
and vigor

Eyes bright and clear

Hair smooth and glossy

Skeleton strong and straight
with well-shaped head and
chest

Sturdy appearance

Teeth sound and well-formed

Muscles ready and firm

Posture erect

Good layer of subcutaneous fat

Clear skin with a healthy glow

Reddish-pink mucous mem-
brane

Good appetite, digestion, and
elimination

Steady nerves

Endurance

Abundance of good spirits

Freedom from physical defects

General appearance of fatigue

Eyes dull

Hair coarse and rough

Skeleton malformed with poor-
ly shaped head and chest

Frail appearance

Teeth uneven and decayed

Muscles flabby and undevel-
oped

Posture slumping

Skin a loose covering for
muscles

Complexion pale

Pale and colorless mucous
membrane

Poor appetite, digestion, and
elimination

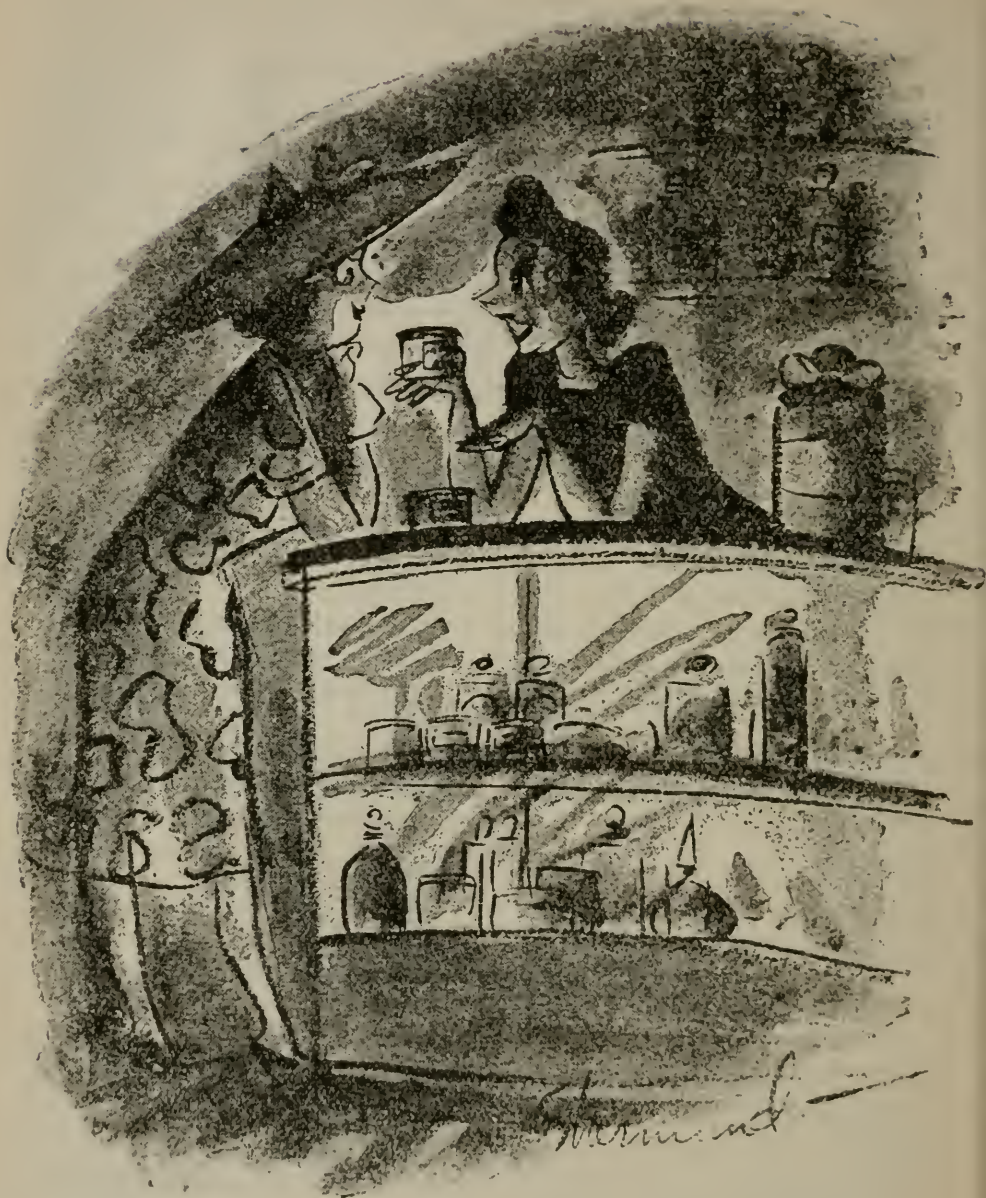
Irritable, over-active, and
high-strung

Tires easily—listless inactivity

Strained and worried facial
expression

Presence of remedial defects
as decayed teeth and poor
posture

—*The Commonwealth*



"It's a unique product—nothing scientific about it—just good and greasy."

Reprinted by permission from *The New Yorker*, August 6, 1938

Why Buy Cosmetics in Sets?

By

M. C. PHILLIPS

“WILL you please tell me what line of cosmetics you recommend?” wrote a reader of *Consumers' Digest*. “None,” was the reply, “we never test complete lines.”

This answer may seem at first glance a bit unreasonable, like the man who says to his wife, “What do you want to put that stuff on your face for? It won't do any good.” A number of surveys have been made, however, which indicate that while a woman will buy A's face powder, she buys B's rouge and D's cold cream. *Household Magazine*, from a national cosmetic brand survey made a year or two ago, discovered that *Lady Esther* face powder, *Lady Esther* face cream, *Tangee* lipstick, and *Tangee* rouge were given preference by the largest number of those who answered their questionnaire. In a survey made by another magazine, *Pond's* cold cream led, with *Lady Esther* a close sec-

ond. Still a third survey by a different group gave *Lady Esther* cold cream first choice with *Pond's* second. *Lady Esther* face powder was first, *Coty's*, second; *Max Factor's* rouge, first; *Tangee*, second; *Tattoo* lipstick, first; *Tangee*, second.

Whatever these surveys prove regarding the popularity of the various brands mentioned, they certainly indicate that women do not consistently use the entire line of one particular manufacturer or distributor. Several years ago one of the leading trade journals reported a survey made covering every state in the Union, for which some 33,000 women were questioned to find out just which cosmetics women buy. The leading items, next to soap, toothbrushes, and tooth paste, were in order of use: loose face powder, lipstick, rouge, nail polish, nail polish remover, cleansing cream, cold cream, and hand lotion. The percent-

age of users of face powder was 92 whereas only 66.5 per cent used hand cream or lotion. It is obvious that a very large number of women not only do not stick to one brand in buying the different cosmetics which they use, but they do not, in any considerable per cent, use the full number of products available in any one line.

If you want to buy your cosmetics in sets, there are certain types of cosmetics that are almost certain to be harmless. There are other types to be surely avoided. Face powder, cold cream, cleansing cream, and talcum powder will almost invariably be safe to use, although, of course, the quality will vary. Another point to remember is that quality will not necessarily be determined by the price. A test made for Consumers' Research showed that *Armand Complexion*, *Lady Esther*, *Pond's*, and *Woodbury's* face powders were equal in quality to *Belcano*, *Evening in Paris*, *Luzier's*, and *Helena Rubinstein's Valaze* powders, although the last four on the average cost twice as much as the four first named.

Face powder of poor quality may contain sharp, needle-like particles of hard minerals, such as tremolite, rutile, or quartz. Corn, rice, wheat, or potato starch may be also present. Since many women have a sensitivity to these starches, they have been eliminated from the composition of the most desirable powders. If you have noticed little rough patches on your face after using a certain kind of powder, switch to another brand. The trouble may have been caused by starch.

Cold cream and cleansing cream may be selected according to texture and perfume. They are on the whole safe to use, but should not be considered a substitute for soap and water. Use them as lubricants for keeping your face smooth and free from roughness. Talcum powder, too, is relatively safe and may be chosen for its perfume. There is no reason why an inexpensive brand will not serve the purpose—if you like its odor.

Lipstick and rouge have been known to cause irritation, but no reports of disastrous effects on health have appeared in any of the better

known technical and medical journals. One of the gum-like substances used to bind rouge into cake form has been reported to cause some complaints, and some perfumes used are believed to have caused irritation. There have been more cases of irritation reported from the use of lipstick than from rouge. The chemistry of a lipstick is so complex that toxicological problems arising from its use have yet to be fully explored. Certain perfume oils have been suspected as the cause of trouble. Again, castor oil used as a solvent for the "indelible" dye may combine with other ingredients to produce an irritating compound. Still another source of the trouble may be the so-called "indelible" dye used.

"Indelible" lipsticks are by far the favorite type currently in vogue. If you have experienced any swelling, puffing, or blistering of the lips, switch to a stick of the non-indelible variety or, better still, give up the use of lipstick altogether. Now that we have a new Federal Food, Drug, and Cosmetic law, it is reported that the Food and Drug Administration, charged

with enforcing it, is going to scrutinize the dyes used with an eagle eye. Certainly an extensive piece of research ought to be done in the field of lipstick and cream rouge dyes and pigments before an O.K. is given on those which the manufacturers are currently using.

Hand lotions and hand creams are reasonably safe on the whole. Some lotions may contain too much glycerine, to which some women are sensitive. The use of carbolic acid in hand lotion as a preservative or antiseptic is undesirable also. The best way to secure smooth hands is to use a good, greasy cream and then wear a pair of clean cotton gloves all night. You'll be surprised at the result.

This brief discussion is intended to show you what cosmetics may be safely used whether you mix your brands or stick to one line. There is another group, however, which you should avoid at all costs unless you know on the basis of a reliable and comprehensive analysis that they are safe to use. This group consists of preparations for special uses, such as hormone

creams, circulation ointments, blackhead removers, bleach creams, astringents, masks, and the like.

Creams containing hormone substances should be used *only* under a doctor's supervision. Hormone therapy is a new and comparatively unexplored field as yet. While there is conflicting evidence as to the effect on the human body of external application of creams containing certain hormones, reports from one group of scientific workers indicate that sex hormones may be absorbed through the skin and may have a profoundly disturbing systemic effect, including disorganization of the menstrual cycle and changes in the genital and reproductive organs. Don't be a guinea pig for any cosmetic manufacturer. Remember that magical improvements in your appearance promised by the ads are either incapable of fulfillment or, in exceptional cases, fraught with danger.

Bleach creams and preparations for removing freckles commonly contain some form of mercury. According to a report from the Food and Drug Administration there is a possibility that in the pro-

longed use of such creams mercury may be absorbed into the tissues and so may cause irritation or corrosion of the skin or systemic poisoning. A number of cases have been reported where a bleach cream containing mercury caused a lasting staining of the skin which gave it a dirty appearance. Skin peels are safely used only in the hands of a competent dermatologist or physician. Irritation and even serious poisoning have been known to follow their use. Remember that tan is usually fashionable at any time, but if you feel you must try for a lily-white effect, stick to lemon juice or a weak solution of hydrogen peroxide.

Astringents and circulation creams and masks are usually sold for the alleged purpose of toning up the skin and "refining the pores." This last claim is seldom seen nowadays because the Federal Trade Commission has cracked down on so many offending manufacturers making it that even the trade has begun to see eye to eye with medical experts who have proclaimed for years that you

just could not refine the pores by applying cosmetics. The tingling sensation which astringents produce is due to a mild irritant present which produces temporary stimulation and makes you feel as if something were being accomplished. Astringents are usually water and alcohol. The latter causes the tingle. Circulation creams may contain carbolic acid (phenol) which, according to such experts as Dr. Charles Howard of the New Hampshire State Board of Health, has no place in cosmetics. Masks and facial packs may also contain an irritant to leave the face pink, but so little is known about their effect on the system that they too had best be avoided. Cases of unpleasant experiences from their use have been reported. Ice and cold water will stimulate superficial circulation of the face just as effectively and much more cheaply and safely.

Whether you stick to one line of cosmetics or mix your

brands, keep your wits about you in making your selection. Unless you have a sensitivity to some particular ingredients you can choose any cold cream and face powder, and probably dry rouge, with impunity. Lipsticks and cream rouge in general cannot be given an entirely clean bill of health. If you want to play absolutely safe, avoid the indelible variety. Hand lotions containing carbolic acid (phenol) should be avoided.

Read the label before you buy. Always bear in mind that there are no miracles that can be performed by cosmetics, either overnight or by using a dozen five-dollar jars. Don't be taken in by scientific sounding claims and extravagant promises. Ask the Federal Trade Commission, Washington, D. C., to put your library on their free mailing list to receive releases about their activities. You'll learn a lot about what claims *cannot* be truthfully made.

««« »»»

Paint

It is estimated that women use enough lipstick each year to paint 40,000 barns.

—Home Safety

Little Digests

By

ROBERT S. KNERR

THE Mail Order News recently blossomed out with another bright idea—selling supplies for water gardening. As the magazine says, it's a proposition that can be started on a small scale, "with practically nothing but the ad matter and a good prospect list." Smart consumers, instead of buying mail-order chemicals at an inflated price around a dollar a pound, will read Frank J. Taylor's article on the subject in the *Saturday Evening Post* for August 20, 1938 ("You Can Try It Yourself") and then write to the Bureau of Plant Industry of the U. S. Department of Agriculture in Washington or to the agricultural divisions of one of the following universities: University of California, Purdue University, University of Wisconsin, and Rutgers University. Anybody wishing to enter into the highly experimental field of water gardening can secure formulae from these sources that will permit compounding of chemicals at a much lower figure.

✕ ✕

MONARCH Manufacturing Co., Chicago, is introducing two new electric shaver-vibrators to retail at \$2.50 and \$3.50—including attachments permitting the use of massage gadgets. If electric shaver prices drop much more, you'll soon be able to get them with a ticket to the movies on premium nights.

✕ ✕

LYDIA E. Pinkham's Vegetable Compound has added the anti-beriberi vitamin to its formula—although beriberi has little connection with what the medicine has been aimed at all these years. Pinkham's new label, incidentally, is practically claimless—"Recommended as a vegetable tonic in conditions for which this preparation is adapted." As the

Journal of the American Medical Association says, the statement is about as informative as a claim that "For those who like this sort of thing, this is the sort of thing that those people like."



THAT the consumer will pay for quality—or what he thinks is quality—is evidenced by the record of the Pepperidge Farm Bakery, Fairfield, Conn. Pepperidge sells a 24-ounce loaf of bread for 25 cents—contrasted with eight to ten cents a loaf for ordinary whole-wheat bread [in 16-ounce loaves]—and sales went from 100 to 11,000 loaves a week in the first year! Whole-wheat flour, freshly ground in burr stonemills, is the answer, according to *Food Industries* in a hint to the baking trade that quality might pay.



SECRETARY of Agriculture Henry A. Wallace, in his last annual report stated that consumers should have a chance to buy goods without expensive services, i.e., be permitted to buy bulk rather than packaged goods. Wallace also said that "thousands of families would rather have grade C food at a low price than grade A food at a high price, and thousands of farmers have grade C food to sell." Bulk goods and grade C foods are often more economical than packaged goods and grade A foods, if the consumer knows what he's buying—which is another argument for real consumer education—not the ad-men and ad-women variety.



BALDWIN'S Business Brevities, discussing the well-dressed man's wardrobe, lists the following minimum: three town suits, two sports suits, three pairs of sports slacks, a dinner coat, dress suit, raincoat, topcoat, dress coat, and heavy overcoat. Oh, dear! I just haven't a thing to wear.



THE "obesity cure" racket got another jolt when the Post Office moved against a firm trading under the names of "Nancy Hatch" and "Youthful Face and Figure, Inc." The concern sold—at \$2 a pound—a "reducing cream" which gov-

ernment chemists found to contain 99 per cent soap and water with a dash of Epsom salts and a trace of iodine. At the Post Office hearing a physician testified that he believed the product to "have definite reducing properties when applied to the surface of the body"—and on cross examination he said that the only effective ingredients were the soap and water! As the *Journal* of the American Medical Association dryly remarked, "the result [if any] can be accomplished much more cheaply . . . by taking a bath."

§ §

A LETTER to the editor, printed in the *Los Angeles Times*, offers a suggestion to producers worried about overproduction of butter. The writer, T. E. Mitchell, suggests leaving more cream in the milk used in the homes, thus reducing the supply of cream available for buttermaking. Milk delivered by farmers to the dairy varies in butterfat content from about 2.5 to 5 per cent, depending on the breed of the cows, locality, etc. Mitchell's suggestion could probably be put into effect by using the high-fat-content milk for buttermaking and blending the other grades. (Commercial milk is blended anyway to bring the fat content up—or down—to the legal requirements.)

§ §

MONTGOMERY Ward's 1939 Spring and Summer catalogue indicates a trend toward higher prices, particularly in the tire and textile lines. While there are some reductions, price increases—running up to 10 per cent—predominate. With business crossing its fingers as to future prospects, the outlook for the near future is none too bright for the consumer, if the upward price trend continues, as many expect it will.

§ §

SWEET Land of Gadgetry. . .
An electric toothbrush at \$10 . . . a slot machine that for 25 cents will shell out a \$7500 accident insurance policy good for 24 hours (making the cost of the insurance \$91.25 a year or \$91.50 in leap years) . . . a perfumed shower attachment to give you bath salts with your shower. . . .

See America First

By

FREDRIC E. TYARKS

1939 Travel

THERE is not much question this year as to where many people will want to go. Those east of a dividing line which runs from Salt Lake City to San Antonio will go to the World's Fair in New York; those west of that dividing line will go to San Francisco. Of course a great many will go to both fairs, and some people in the east will go to California and some in the Pacific states to New York.

En route to either fair the national parks will be a great attraction. Most of the spectacular ones of course are in the Far West. The famous ones like Yellowstone, Yosemite, and Grand Canyon take a few days to see. Other remarkable parks like Zion can be seen in only a few hours and are not far from the main highway. The colorful sections of the Southwest, perhaps the most fantastically beautiful portion of the entire country, are too hot to be visited in the summer and too wet to be visited in the autumn, when only a little bit of rain can make the roads impassable.

The national parks can be seen economically only if you go by private car. The touring companies which have the concessions for taking travelers around the parks have been brought up to believe that every visitor is approaching the wealthy class if not actually a plutocrat, and \$15 a day is

EDITOR'S NOTE: Mr. Tyarks is at work on a new book, *See America First*, to be published this fall. It will give specific detailed information on how to get about and what to see in this country.

an average figure of cost. (In Mt. McKinley Park, \$25 a day is average.) If you go in your own car, you can stay at cottages and manage on \$5 a day a person.

Going elsewhere around the country by private auto should not cost more than \$3 a day a person if you will stay at tourist camps in the west and tourist homes in the east. The best meals can always be obtained in the large cities; a meal in a small city is always a gamble. Going around the country by bus with stop-overs every night will cost about \$4 a day per person; by rail, with similar stop-overs, from \$4 to \$8 a day, depending upon how much you spend for meals on the train. Few people stop over when going by railroad, and for this reason costs, if you do not stop over, can be as low as \$1 a day on the special tourist trains or up to \$5 a day on other trains. Operating expenses of the automobile or bus or train fares are of course additional. A complete month's tour of the country can be had by private auto, if you have several guests to share expenses, for \$100 to \$200. On a bus, this will cost about \$75 more. On a train, \$90 will be enough this year to give you a complete tour of the country to which must be added sightseeing expenses plus hotel costs for the time you want to spend off the train. (The \$90 rate entitles you to travel, between the end of April and the end of October, by virtually any route or combination of routes as long as you don't double on your tracks and as long as you complete the tour in two months. You can start from anywhere and get a view of both fairs. By Pullman, the fare is \$135 plus the supplement for your berth. A similar circuit tour of the country via bus may shortly be announced at a rate between \$50 to \$75.)

IF you're contemplating a trip by auto, map out the general route which you want to take and then write to the Continental Oil Company at Denver for their help; they

will supply you with a very convenient book of road maps on which your route is outlined. Almost every other gasoline company will supply road maps with your itinerary marked thereon. For the cross-country traveler, Socony, Shell, and Texaco offer maps for each of the 48 states. The Socony sectional maps are excellent for plotting your entire routing, but they must be supplemented by state maps, or you will stand a good chance of going wrong when several roads branch off. The Texaco maps are good if you hate to be cluttered up with a score or more of individual maps; the Texaco maps take in a great deal of the country, but they are of course somewhat unwieldy. Shell, for the western part of the country, offers remarkable guides to hotels, to tourist camps, and to resorts, all classified by main highways and towns. If you're traveling east of the Mississippi stop off at the Esso stations for their monthly magazine; the last page has a map of current detours. Good maps are also issued by the Sunoco people. Narrow sectional maps which fit into your pocket are seldom worth using, as their detail is inadequate. After a while it will be found that most companies use the same maps; hence try not to get a collection of maps but secure the very latest edition, as road conditions change annually.

Tell the gasoline company which you get to aid you when you wish to start, how long you want to be away, and whether you want to go via a direct or a scenic route. If you want the road to have some meaning for you, you could look into the W. P. A. guides which you'll find at the library. They'll tell you what each mile of the road is famous for, and occasionally they'll do it with charm. Perhaps they're too detailed, for they intend to include everything (even though they might not be 100 per cent accurate).

One company offers a sleeper bus from Los Angeles to New York; this is the All-American Bus Lines, which also

offers free meals to the value of \$1 a day to its patrons. (Concerning the quality of these meals, I have received conflicting reports and cannot offer definite advice.) Other bus lines operate sleepers only from Los Angeles to Kansas City, as state laws farther east make their operation too costly.

Traveling in the regular motor coaches is no more wearisome than traveling on a train. If your impressions of a bus trip date back to 1930, forget your prejudice. As one who has crossed the country many times by train and auto, I personally prefer a bus, and will no longer travel via train (except in the fierce heat of the Southwest, where air-conditioned trains are preferable).

MOST people who travel far by bus choose convenient cities en route where they will spend the night. During any part of the year except the summer, you can stop off wherever you please and can count upon getting a seat next day when the next bus comes. In the summer, there's too much competition for the seats, and it's therefore advisable to stop off only at the major cities where there are also major terminals.

Train riders, even those who travel only by day coach, seldom stop off at night. In either case, however, should you decide to stop over you could easily do what all travelers on a low-cost budget do when they are in Europe. That is to check your luggage and then look around for a reasonably priced hotel. Bus patrons, to be sure, will generally stop at the hotel where the bus stops. On the whole, the buses of the National Trailways stop at somewhat lower-priced hotels than do those of the Greyhound Lines.

Going in a day coach, judging by most of the eastern and southern railroad lines, is the habit only of the great unwashed, and it is no wonder that buses have made such inroads upon day-coach passenger travel. Among the east-

ern roads, only the B & O makes a real effort to offer its coach passengers comfortable and clean accommodations. West of the Mississippi, coaches have become things of elegance. Both the Southern Pacific and the Atchison have trains exclusively for coach and tourist class passengers. (It is these trains where \$1 a day will see you through.) The Atchison even operates a streamlined speeder given over only to coaches, which makes the trip from Chicago to Los Angeles in exactly $39\frac{3}{4}$ hours. While it costs \$5 more than other trains, it saves a day. The Union Pacific also offers comfortable chair cars for its coach passengers, and on its stream-liners, *The City of Los Angeles* and *The City of San Francisco*, both $39\frac{3}{4}$ hour speedsters, it carries pullman and coach passengers (at an extra charge for the latter of \$5). *The City of Portland*, another streamliner, does not charge an extra fare.

If you have never stayed up in a train, don't regard it as something that will ruin your digestion for the next month. Thousands now cross the country spending every night in coaches. The secret of making yourself comfortable is to rent a pillow if the railroad doesn't provide one free. Also in a small grip take along a change of underclothes and stockings which are sufficient to last for the time that you will be on the train. It would also be a good plan to take dark clothes and shirts. Tip the porter to bring you a hanger for your coats.

On western trains, you can also get a tourist pullman. It's a great deal cheaper than a standard pullman; while the trains are older than standard pullmans, they are fully comfortable.

Watch for listings of recommended 1939 automobiles in the April *Consumers' Digest*.

Canned Dog Food

THE retail volume of the canned dog food industry is estimated at anywhere from 24 to 100 million dollars a year, the sales being chiefly through grocery stores and meat markets. The industry is so young that the U. S. Census of Manufacturers does not separate canned dog foods from other forms of dog foods, thus making it impossible to determine the exact size of the industry.

However, the potential number of consumers of such products is about 13 million dogs. This number includes also dogs kept on farms and in the country, which probably do not receive a ration entirely or even partially composed of canned dog foods. Dogs raised in cities are very likely to receive their entire rations from cans, and it is important that the feed should be as well balanced as possible. A retail industry of this size surely needs supervision and control to protect the pets of dog owners.

Nutrition requirements of dogs have been the subject of considerable study and inves-

tigation in recent years with the result that definite ideas as to these requirements are established. Amounts of food and frequency of feeding will vary and depend much on the size and age of the animal. The best and most reliable method for determining the nutritive value of such foods is by biological tests. These may not always be available, but information from such tests are of value in arriving at a desirable chemical analysis standard. Since dog owners have come to look upon these food supplies, which are so readily secured, as a complete or balanced ration, such biological or chemical tests are essential to protect the buyer and user of canned dog foods.

The quantity and quality of meat entering into these products should be carefully considered, for these factors vary greatly and are reflected in the quality and efficiency of the finished product which, as it appears on the market, is represented as ready to be fed to the dog without any further additions. Dogs being a car-

nivorous type require that a good proportion of diet consist of meat or suitable meat by-products.

Previous to September 15, 1936, inspectors of the Bureau of Animal Industry gave to the product the same rigid inspection that meat products for human use were given in establishments having this Federal inspection service. Statements as "Fit for human food" and "Clean as the food on your table" were appearing on the labels of canned dog foods prior to this time. This inspection service of the Bureau of Animal Industry was withdrawn from the finished product at this time, and such slogans began to drop out of use.

Federal inspection is still maintained in establishments under the Bureau of Animal Industry over the meat and meat by-products used in the preparation of dog foods, but it does not cover the canned product ready for market, and one veterinarians' publication estimates that about two thirds of the dog food canning business is done in plants without Federal inspection. Thus it is still essential that there be State and Federal in-

spection of the finished article.

At present about twenty-seven states have some sort of control and supervision over this product, four under food laws, and twenty-three under feeding stuffs laws. It seems desirable to place them under feeding stuffs laws as they are more specific as to labeling requirements. Most feeding stuffs laws require the labels to show the ingredients and guaranteed analysis.

Studies of the nutritive requirements of dogs have provided much valuable information and guidance as to what constitutes a good dog food and provide a basis for defining and fixing standards.

Naturally a dog is carnivorous in his eating habits and needs. His teeth are designed for cutting and tearing meat, and his internal organs, such as kidneys, etc., have the capacity for disposing of the metabolic end products of meat. A dog living in a more or less wild and native state, depending on his kill for food, gets a variety of the required nutrients. He gets the muscle tissue rich in proteins, the small bones containing the necessary minerals in their most available form, various

glands and internal organs with their supply of vitamins and minerals, skin and fur for roughage, and grains and grasses that remain partly digested in the freshly killed prey. It is reasonable that a dog food should simulate his natural food and consist largely of meat and meat by-products and other necessary dietary requirements, the minerals and vitamins.

The value of protein in the diet depends on the amino acids they can supply and their availability. They must be proteins that can be hydrolyzed by the body enzymes and digestive juices and must be present in sufficient quantity.

Quoting from Arnold and Elvehjem (1937) "Studies on Nutritive Efficiency of Commercial Dog Foods": "It is interesting to note that of the six samples showing excellent growth, all but one contained approximately 10 per cent protein. Two or three of the samples showing poor growth contained only 5 to 6 per cent. Of course, it is impossible to conclude that the poor growth was related to poor protein. However, we can say that canned dog foods containing 10 per cent protein will give

excellent growth providing the other essential nutrients are present. Whether the protein can be safely reduced much below 10 per cent remains to be determined."

There have been some canned dog foods on the market claiming as little as 5.2 per cent protein, which is certainly an inadequate food for carrying on the normal functions of a healthy and prolific animal. Recently dog foods claiming as little as 6.5 per cent protein were found offered for sale in North Dakota.

It is reported that dogs are able to digest starch, but rations high in carbohydrates displace the necessary minerals and vitamins, therefore a ration of this type is undesirable and not adequate for normal life processes.

Vitamins are also necessary and essential in a well-balanced and complete diet and perhaps are usually present in sufficient quantity in canned dog foods. In fact their need may be overemphasized by some authorities so that some manufacturers tend to disregard them. However, the vitamins are widely distributed in plants and animals,

and vitamins A and D are usually supplied by the addition of cod-liver oil. There is not apt to be a vitamin deficiency in a ration containing a variety of ingredients. Vitamin B₁ is most affected by processing, and as much as 80 per cent may be lost by processing at 250 degrees Fahrenheit for an hour and 50 minutes. Meat by-products, such as liver and spleen, commonly making up part of dog foods also supply some vitamins.

The minerals required or considered as essential are numbered at eleven at present. They are calcium, sodium and chlorine, copper, iodine, iron, magnesium, manganese, phosphorus, potassium, and zinc. Of these eleven it is only deemed necessary to take precautions to see that five are supplied, these being calcium, phosphorus, iodine, sodium, and chlorine.

Calcium and phosphorus are completely available if supplied in the form of bone ash

or ground bone which are common ingredients in dog foods. If calcium is added as a calcium salt or lime it is necessary to supplement this with phosphorus to maintain a proper calcium-phosphorus ratio and prevent rickets of the low-phosphorus type.

If appreciable amounts of plant products make up the ration, salt should be added, as plants are high in phosphorus and low in sodium, and this must be counterbalanced.

The iodine content of plant and animal products in most regions is usually sufficient. All the other elements are considered to be adequate as they occur naturally in plants and animals.

On the basis of analyses made by the North Dakota Regulatory Department, *Consumers' Digest* has given a number of brands of dog food a qualified recommended rating. But no canned or ready-prepared food can be considered as a fully satisfactory substitute for fresh food.

Canned Dog Food

QUALIFIED RECOMMENDATION

Maro-Meat (Chappel Bros., Inc., Rockford, Ill.)

Pard Dog Food (Swift & Co., Chicago)

Red Heart Dog Food, Diet B (John Morrell & Co., Ottumwa, Iowa)

Red Heart Dog Food, Diet C (John Morrell & Co.)

Rival Brand Dog Food (Rival Packing Co., Chicago)

Dog Biscuits

QUALIFIED RECOMMENDATION

Dog Nibs (Heger Products Co., St. Paul, Minn.)

Dog and Puppy Biscuit (National Biscuit Co., New York City)

Dog Chow (Ralston Purina Co., St. Louis, Mo.)



Grading Butter

"The United States Department of Agriculture, under the provisions of the Farm Products Inspection Law (Agricultural Appropriation Act) maintains a service for the grading of butter (80). Butter is commercially classified as Dairy butter, which is made on a farm; Creamery butter, made in a creamery or factory; Packing-Stock butter; Ladled butter; Process or Renovated butter; and Grease butter.

"In scoring the first three classes of butter, maximum ratings are given to various factors as follows: Flavor, 45; body, 25; color, 15; salt, 10; package, 5; total, 100. Butter scoring above 93 or 94 shall be fine, sweet, fresh, mild, and clean in flavor. Diminishing desirability is expressed by lowered scores. Any butter scoring below 75 is classified as Grease butter and as such is considered unfit for food.

"Regardless of the score given to butter on the above scale of rating, any butter falling below the 80-percent legal minimum for butterfat or any butter which is filthy or decomposed is an adulterated product under the terms of the Federal Food and Drugs Act.

"Only butter officially scoring 92 or more may be accompanied by a dated 'certificate of quality' issued by authority of the United States Department of Agriculture. Under proper methods of distribution, which include adequate refrigeration, this certified butter should reach the consumer in first-class condition within 2 weeks of the time of the grading."

—Present Guides for Household Buying, U.S.D.A. Miscellaneous Publication No. 193.

Some Comments on a Course in Consumer Education

By

F. R. ALLEMAN

FROM California, where there has been an active interest in consumer problems in the schools, has recently come an outline of a course in consumer education*. When I was asked to comment on this outline, I first looked at it from a schoolman's viewpoint, which my friends remind me is sometimes a bit fixed, and which others a bit more unkind, say is narrow. So I'm going to try to step out of character, if possible, and look at it from a different vantage point.

At a college reunion, some years ago, I pulled a mean question on my former mathematics professor by asking him about the practical value of analytic geometry. Boy, did he squirm! At any rate, if any 1939 model college books me to lecture on consumer education, I wouldn't have to duck that particular question, whatever else might come my way. From the cradle to the grave, to take an old expression out of mothballs, we need consumer education, and are getting it—for better or for worse. Out there in sunny (*advt.*) California, school children are studying consumer education, and there and elsewhere we have adult groups also studying and profiting.

IN recent years we have been hearing about choosing leisure time activities which will carry over into adult

* A Course in Consumer Education, by J. S. Malcom, San Juan Capistrano High School, San Juan Capistrano, California.

life. I recall with some uneasiness a comment by a former teacher that I had returned to high school for a post-graduate course in basketball. The only way I have been able to stay with the game has been by officiating, and that is a bit vicarious. I have yet to hear of some hardy thinker who urges schools to choose subjects which students can follow for a lifetime. That brings us back to consumer education, which is just that kind of a subject.

To be sure, when Madam Club-woman embarks on a course of consumer problems or lectures, she will probably hear little about the forms of business enterprise, a subject which will keep the California youngsters busy for some weeks. She might, however, hear something of the historical development of man's expanding wants through the ages, with which this course is introduced. And she certainly would hear a great deal about food, clothing, and shelter, which form the central units of the course.

Nowadays, calories don't seem to be quite as fashionable as the alphabetical vitamins. But calories can be measured, and their value computed, while vitamins are much more elusive. The only experts on them seem to be the advertising copy-writers. At any rate, in this and similar courses, folks can learn a lot about the nutritional value of foods, about wiser spending, about informative labels, and government grading. I hope that someday someone—I may do it myself if you won't spend the money—will buy three cans of peas, government grades A, B, and C, and will open them to demonstrate the differences both to the eye and the palate.

PROFESSOR HARAP, a pioneer in consumer education, recently said that the study of consumption problems might become mere talk if it were not accompanied by the actual handling, testing, and sampling of consumer goods. Not long ago, when Consumers' Research was conducting tests on men's clothing, they brought in a

skilled tailor to pass judgment on workmanship and finish. Labels had been removed so he couldn't tell whether suits were by Style Promenade or Fashion Plate. While such a procedure is only a small part of those which must be undertaken by a testing organization, it is one well within the reach of all sorts of consumer study groups. Of course, consumers cannot ordinarily make tests of fabrics and count threads per inch, but once they have done these things, or seen them done, they become more aware of the possibilities of securing useful consumer information. They become not too skeptical, but certainly not gullible. Potash and Perlmutter once spoke disrespectfully of a customer who claimed a shortage before the goods were unpacked. Few of us are in danger of becoming like him, but once your eyes are opened, somehow those beautiful labels on cans aren't quite so appealing, and the clever ads, especially in women's magazines, seem faintly reminiscent of Alice in Wonderland.

OUR Western teacher includes a section on shelter, and certainly we spend a large share of our budget on our homes. Those who are owners of homes renting to others would not object to a little demonstration on the cost of renting *vs.* the cost of owning. In a week following zero weather here in the East, I hardly have the heart even to mention California housing. But many of us do still have houses with attics and cellars, although I suspect some of them have been put to uses which are a bit different from those of the past. Those who are thinking of building, among the adults, would be interested in the studies published by Purdue, covering the actual construction of many houses of different types, including the true costs. (I said costs, not estimates.) The books of plans and artists rendering, which many architects of small houses collect, are a source of delight to folks of all ages, and I suspect would

go equally well in a schoolroom or in a women's club meeting.

There are numberless other consumer items which this outline mentions, and which would be apt to be included in any well rounded consumer course either for youths or adults. I notice that the authors do not emphasize cosmetics greatly; few men ever are really expert in this field, even in judging lipstick. I suspect the women who are planning consumer studies would expand the discussion on drugs and cosmetics. The bibliography lists the new Food, Drug, and Cosmetic Act which becomes effective shortly; the increased contribution of the government to consumer activities is a healthy sign for those who did not find much food for comfort in some of the price raising activities of some government departments these last few years.

THE unit on services, such as insurance, seems to be finding a place in many a school course, and there are numerous other services which we would like to enjoy if means permitted. Even we Republican survivors would like to see that national income climb to the eighty or more billions so hopefully mentioned in high places recently. Then we could enjoy not only the bread, or cake as Marie would have it, but some of those other multitudinous needs and wants which have a habit of keeping ahead of us, and our wants for income might be satisfied, leaving us free to develop other desires still unfulfilled.



Are You Going to Buy a New Car?

Watch for listings of recommended 1939 automobiles in the April issue!

Automobile Storage Batteries

OF all the commodities the consumer finds it necessary to purchase on short notice, the automobile storage battery probably falls more nearly into the class of a "surprise package" or "grab-bag" sort of item than do most electrical appliances purchased by consumers.

The ordinary purchaser of a battery has practically no means at his disposal for making even a good guess at what he is likely to be getting, nor any certain assurance of quality in buying either at a high price or by a well-known brand name. When a storage battery is purchased, it is usually needed quickly, upon the unexpected failure of an old battery—perhaps when one is far from any dealer one knows and has confidence in, and under circumstances which permit no time for comparison of prices or other investigation. Hence, there is a special danger of being gypped in buying the first make offered at the desired price level.

To complicate the problem for the consumer, some battery dealers will resort to al-

most any sort of subterfuge to represent the old battery as worthless in cases when it still has a great deal of useful life left in it and has merely run down through some abnormal operating condition or some defect or fault of the wiring system of the car, or when the battery is in need of some small and inexpensive repair. A bewildered car owner will often have not the slightest clue to whether he needs to purchase a new battery or can make the old one do for several months or a year longer. In such a situation, there are several precautions which the consumer may take to avoid being misled in respect to the necessity of purchasing a new battery.

1. Have some means of positively identifying your old battery, by a number or private marking of some sort, so that another and actually worthless battery cannot be substituted for it when the dealer shows you that the battery is worn out, or "will not come up on charge."

2. See for yourself by voltage readings on a high-

Condensed by permission from *Consumers' Research Bulletin*

rate-discharge tester (preferably the hand type, which cannot be manipulated) if one or more of the cells after being charged falls below $1\frac{3}{4}$ volts.

3. In a case where the dealer has already replaced the battery in your car with another, or gives some reason for not showing you the old battery, it may be worth your while to have a look at the line of batteries on his charging bench. Your battery may very likely be found among them, being charged up to be sold at second hand.

Dealers generally discourage repairing a defective battery, because they can make more money, with less work, in selling a new battery. Storage batteries are coming to be in the same category as packaged goods in the grocery store. The battery is lifted off the shelf and placed in the car in a few minutes, the cash register rings up a sizable sale at a good profit, and the dealer is spared all the trouble and time of studying the condition of the old battery and of trying it to see if it will take and hold a charge. If a battery is not near the end of its normal life and if only one cell is defective, as is usually

the case, it will often pay to have the cell repaired.

If a battery does not receive abuse through improper service conditions, its life is chiefly determined by the thickness or amount of oxide pasted on the plates. A battery sold under a one-year guaranty usually has less than one-half as much active material affixed to the plates as one sold under a two-year guaranty. The capacity of a battery in ampere-hours discharge rate is controlled by the area of the plates, that is, the area of the active material exposed to the action of the electrolyte. Batteries supplied with a new car usually correspond to those carrying the eighteen-month guaranty. For cars equipped with several gadgets, or a radio, or a water heater with electric fans, or an electric-heater windshield defroster, the heavy-duty battery is essential, and even that type may be inadequate to the hard service imposed.

The warning, "Keep plenty of distilled water in your battery at all times," is given because, if the wood separators are allowed to dry out, they permanently lose "vitality" and may split, considerably

shortening the life of the battery.

Low-priced batteries will be very unlikely to give first-rate performance. The high-priced ones will not always do so, but the *probability* of good service (and that is the most anyone can guarantee with an automobile storage battery) is much higher than with the cheap battery. One of the most common failures of automobile storage batteries is running down under the hard service of winter starting.

Tests of batteries have shown that cheap batteries, say, priced below \$5, are often so poor that none can be recommended. High-priced batteries tend to give better performance than the cheaper ones, though occasionally a very high-priced brand will turn out to be no better than one of the bargain type. The ability of the batteries tested to crank an engine under severe weather conditions, and this is one of the most important of the standard tests made, tended to increase with the price paid. Thus it is that the purchase of the cheapest grades of batteries will be found inadvisable for those who have severe cold-weather

starting problems in the central and northern states. A person to whom a battery failure on a road a long way from a service station might be serious will also do well to avoid buying one of the lowest-grade batteries.

It is interesting to note that one battery costing more than three times as much as another gave poorer performance, although the high-priced battery was a well-known, advertised make; and the high-priced battery gave only half as good performance as another one costing \$6 less. So at least in automobile batteries, one can say with certainty that an article is not always "worth what you pay for it."

It should be noted that there is nothing one can do by looking at a battery or even by examining its insides which will enable one to come to any useful conclusion about its value or condition. Two batteries, one of which gives exceptionally good performance and one which gives poor performance, will be found to be indistinguishable as to the condition of their plates at the end of an endurance test.

The tests on which the fol-

lowing ratings are based were made substantially in accordance with the 1938 Standard for Storage Batteries for Motor Vehicles of the Society of Automotive Engineers. The batteries favorably reported below represent four which gave good performance out of the seven tested. If the model number given of any bat-

tery does not fit your car (e.g., *Cross Country Power Flo*, 28 FM 76, is intended only for *Fords*, 1937 *Chevrolets*, 1934 to 1937 *Terraplanes*, and 1935 to 1936 *Hudsons*), it can be assumed that batteries of the same name but different catalogue numbers will give similar or comparable performance.

RECOMMENDED

Cross Country Power Flo (Distrib. Sears, Roebuck & Co., Cat. No. 28 FM 76) \$5.65 plus freight. 17-plate, 100 ampere-hours. Two-year guaranty. In starting capacity at 0 degrees Fahrenheit, ranked fourth of those tested. Considered a satisfactory buy for use under ordinary conditions, where no specially large margin of reserve capacity for sure starting under winter conditions is necessary. Not listed in 1938 fall and winter catalogue, but *Gold Medal Powermaster*, at \$5.15, freight prepaid (Cat. No. 28 KM 60V), appears to be the same battery with a change of brand name. *Cross Country Power Flo* batteries may remain available at Sears' retail stores.

Exide Hycap (Electric Storage Battery Co., Philadelphia, No. XL191S) \$13.45. 19-plate, 115 ampere-hours. Two-year guaranty. In starting capacity at 0 degrees Fahrenheit, best of the seven tested.

Goodrich (B. F. Goodrich Co., Akron, Ohio, No. FT1A57) \$14.65. 19-plate, 113 ampere-hours. 2-year guaranty. In starting capacity at 0 degrees Fahrenheit, ranked somewhat lower than *USL*.

USL Super Service (USL Battery Corp., Niagara Falls, N. Y., No. FL-19) \$13.50. 19-plate, 110 ampere-hours. Two-year guaranty. In starting capacity at 0 degrees Fahrenheit, ranked second best of the lot tested.

Phonograph Records

With a Discussion of Recorded Music

By

WALTER F. GRUENINGER

IF you still think of the phonograph in terms of the mahogany or golden oak machine that gathers dust in the attic, listen to two recordings of "Lohengrin: Prelude to Act III." On the attic machine, hear the first, *Victor* 547, which was recorded under the obsolete acoustic (mechanical) method. On a modern high-fidelity machine, hear the second, *Victor* 14007, which was recorded when Toscanini last conducted the Philharmonic Symphony Orchestra of New York. The improvement is likely to astonish you much as it did a retired member of the Metropolitan Opera Company who made this test in August.

Play these records. Then turn your radio dial to the broadcast of a symphony orchestra. Now this claim for the superiority of recorded symphonic music, which appears in the *Victor Book of the Symphony*, may not surprise you: "the phonograph can and does in every detail of reproduction, give a more realistic and convincing performance" than you can consistently obtain from your radio in most locations. A handful of radio stations possessing the very latest equipment will dispute that statement today because they now broadcast a higher range of the frequencies of the original music than commercial recordings give you. But it is quite certain that unless you have a very exceptional radio, your set has not kept pace with recent improvements in broadcast station equipment.

Condensed and reprinted by special permission from an article, "Phonograph Records and Recorded Music," scheduled to appear in the March issue of *Consumers' Research Bulletin*.

Buying Records

If you live in a city no smaller than Boston, you will undoubtedly be able to make your selection at a record shop. Otherwise, you will be obliged to mail an order for them to a dealer miles away and accept the shipment with no return privilege—unless you order from Lyon & Healy, Wabash at Jackson Boulevard, Chicago. They allow a three-day trial if the customer pays transportation both ways, pays list prices, and retains at least one third of the records. Or you may order from the Aeolian Co. of Missouri, 1004 Olive Street, St. Louis, Mo., who allow two days' trial.

Outside of our largest cities, classical records appear in few shops, and those few generally carry only an inadequate selection of the latest Victor recordings. Victor so far out-distances its competitors in the matter of distribution that many collectors know of no other brand. Yet, pressed in America are *Columbia* records, *Decca*, *Musicraft*, *Gamut*, *Timely*, *L'Anthologie Sonore*, *Brunswick-Polydor*, and several others—any or all of which may offer a more desirable recording of the selection you want. Columbia, for one, issues records that consumers frequently find superior to Victor recordings—and the list price is usually 50 cents per 12-inch disk less than Victor's.¹ Leading American labels in the dance field include *Victor*, *Columbia*, *Decca*, *Brunswick*, *Bluebird*, *Vocalion*, *Perfect*.

If you cannot hear the records before buying how can you be expected to buy them with any assurance that you will enjoy them? Of course there are catalogues and monthly supplements, but even these, however, are not always a reliable guide. Victor issues a complete catalogue of 472 pages, which dealers sell for 25 cents, and an Educational Catalogue, which contains many fine inexpensive

¹We have recently been informed that *Columbia* records are now controlled by the Columbia Broadcasting System and that a few new record issues are being sold at \$2 per disk—no change has been made in the price of old issues.

records not listed in the general catalogue. Columbia issues one for 10 cents. Other manufacturers issue free catalogues which they distribute through their dealers.

The Gramophone Shop, 18 East 48 Street, New York City, publishes *The Gramophone Shop Encyclopedia of Recorded Music* which, in 583 pages, lists and frequently comments on electrical recordings¹ of music by 681 serious composers. This information was compiled from 37 catalogues.

Getting the Best

Granted that you know what you want, the problem resolves itself to getting the best recording at the lowest prices—and “best” includes interpretation and fidelity to the reproduction which would be heard in a concert hall, plus the wearing qualities of the natural or synthetic resins, fillers, and black pigments that go into the manufacture of the disk.

The following observations, if heeded, will prevent your committing too many errors at the outset:

The technique of recording a symphony orchestra advanced remarkably from 1923 to about 1932 due principally to the invention of the vacuum tube. Recordings of 1932, when played on a new high-fidelity machine, however, are not so unrealistic that they should be discarded for the records released today. An amplifier with an expander, and bass and high-frequency controls in the hands of an operator with an ear for music can take care of most of the deficiencies in the 1932 type of recording.

And when you consider the fact that the interpretation of the earlier releases may set a standard higher than the new one has achieved, you realize why the experienced col-

¹ Recommended guides to new recordings are the criticisms which appear in the *Nation*, the Gramophone Shop's Record Supplement, *American Music Lover*, the *Gramophone* (London, England). A recommended guide to the recordings listed in the latest catalogue is B. H. Haggin's book, *Music on Records*.

lector does not readily replace an old set. Many of the new American releases were recorded in Europe years ago—perhaps before the date of the album set you now own.

Many musicians believe there has been no great improvement in reproduction of the voice in the past 20 years. String music is hardly enough better to warrant the replacement of recordings made seven years ago, but the recording of piano music has noticeably improved in recent years.

On the whole, recording engineers in England, France, and Germany come nearer to capturing a performance on the wax master-record than do American engineers. Of course, many foreign recordings are released here under the *Victor*, *Columbia*, *Decca*, *Brunswick*, and *Brunswick-Polydor* labels. Foreign recordings, ordinarily sold in America for \$2.50, when re-pressed here at a list price of \$2 or \$1.50, give you the same performance and about the same quality of manufacture as the original.

You are likely to discover, if you are fortunate enough to hear records in a retail store before you buy them, that they never sound as true to life in the store as they do in your home—if you have high-fidelity reproducing equipment. Even the most exclusive record shops often place at the disposal of prospective customers machines that should long since have been regarded as obsolete and discarded or rebuilt to modern high-fidelity standards. And needles: to hear the best reproduction on the machine at your disposal, bring your own needles.

Automatic Record Changers

For the man who doesn't want to bother changing records, there are available automatic record changers, such as the *Capehart* machine which flips the record over when one side is completed and so plays 20 double-faced records on both sides before it repeats the program indefinitely—about 2¼ hours for one performance. Other types of record

changers, which do not play both sides of a record consecutively, necessitate the purchase of so-called "automatic sets" of symphonies and make it impossible to play, by means of the automatic record changer, a composition recorded on two sides of the same record. There is reason to believe that automatic record changers tend to cause increased record wear, partly due to the fact that the type of needle which must be used cannot stand up long enough to assure the absence of injury to the record.

Most collectors file their records vertically. Records filed this way, *pressed tightly on both sides by other records*, and kept in a room where the temperature does not often exceed 95 degrees, have kept 25 years without warping.

Don't buy a lubricant for your records. It does not improve the performance. Moreover, the dust it catches may cause the record to wear more quickly than it otherwise would.

* * * *

Twenty record shops believed to be reliable, are:

The Birkel-Richardson Company, 730 West 7 Street, Los Angeles; Sherman, Clay & Co., Kearny and Sutter Streets, San Francisco; Lyon & Healy, Wabash at Jackson Boulevard, Chicago; L. S. Ayres & Co., 15 Washington Street, Indianapolis; G. Schirmer of Louisiana, Inc., 130 Carondelet Street, New Orleans; The G. Fred Kranz Music Company, 327 North Charles Street, Baltimore; M. Steinert & Sons, 162 Boylston Street, Boston; Paul A. Schmitt Music Co., 77 South 8 Street, Minneapolis; Jenkins Music Co., 1217 Walnut Street, Kansas City, Mo.; Aeolian Company of Missouri, 1004 Olive Street, St. Louis; Bloomfield's Music Store, 118 East 14 Street, New York City; The Gramophone Shop, 18 East 48 Street, New York City; Vesey Music Shop, 50 Church Street, New York City; The Willis Music Company, 137 West 4 Street, Cincinnati; G. Schirmer Music Company, 43-45 The Arcade, Cleveland; H. Royer Smith Co., Tenth and Walnut Streets, Philadelphia; C. C. Mellor Co., 604 Wood Street, Pittsburgh; Wittich's, 635 Penn Street, Reading, Pa.; Galparin Music Company, 17 Capitol Street, Charleston, W. Va.; Bloomfield's, 523 Thirteenth Street, N.W., Washington, D. C.

Twelve Recommended Album Sets

The list of records given below was compiled primarily to aid readers who are interested in purchasing good phonograph records for the purpose of building up a classical record library. Although no two persons will agree on which album sets should form the nucleus of such a library of recorded music, it seems unlikely that *any* musician will reject the music included in these albums as unworthy of frequent hearing. In making the recommendations, consideration has been given the music, interpretation, fidelity of recording, wearing qualities of the record, and price.

Columbia, Set 190. \$6. Concerto in E Minor for violin and orchestra. Mendelssohn. Szigeti and Royal Philharmonic Orchestra.

Columbia, Set 254. \$6. Symphony No. 5 in C Minor. Beethoven. Weingartner conducting London Philharmonic Orchestra.

Columbia, Set 313. \$6. Concerto in A Minor for piano and orchestra. Grieg. Gieseeking and Berlin State Opera Orchestra.

Victor, Set 272. \$11. Symphony No. 2 in D Major. Sibelius. Koussevitsky conducting Boston Symphony Orchestra.

Victor, Set 285. \$6.50. Quartet in C Major (K465). Mozart. Budapest String Quartet.

Victor, Set 301. \$10. Symphony No. 1 in C Minor. Brahms. Stokowski conducting Philadelphia Orchestra.

Victor, Set 308. \$10. Wagnerian excerpts. Toscanini conducting Philharmonic Symphony Orchestra of N. Y.

Victor, Set 329. \$10. Stars of the Metropolitan. Wagner, Charpentier, Verdi, Puccini, Bizet, Rossini, Massenet, sung by Melchior, Lehman, Jepson, Martinelli, Bori, Tibbett, Thomas, Crooks, Pons.

Victor, Set 337. \$10. Symphony No. 6 in B Minor (Pathétique). Tschaikowsky. Ormandy conducting Philadelphia Orchestra.

Victor, Set 338. \$8. Piano music of Chopin. Rosenthal.

Victor, Set 339. \$7.50. Suites No. 3 and No. 4 in D major. Bach. Adolf Busch Chamber Players.

Victor, Set 383. \$9. Lieder recital. Beethoven, Mendelssohn, Brahms, Smetana, Grieg, Wolf, sung by Schumann.

The Price of a Prescription

By
ROBERT S. KNERR

DID you ever ask your druggist for a copy of that important prescription to take along to the seashore for the summer or south in the winter? If you did, you probably wondered at the seashore druggist's charging you exactly the same price as your home town druggist.

The secret of uniform prices in prescription filling is a code, based on the word "Pharmacist," used by members of the National Association of Retail Druggists. "Pharmacist" is misspelled "Pharmacist" for convenience to avoid duplicating one letter, and each letter is given a number, as:

P H A R M O C I S T
1 2 3 4 5 6 7 8 9 0

If you have been paying 70 cents for your prescription wherever you took it, the chances are that you will find the code letters "CT" in one corner of your prescription. "C" is 7 and "T" is 0 in the code, clearly conveying 70 to any druggist.

Druggists have little hesitation in admitting the existence of such a practice, but they are generally rather coy about admitting its extent. The usual answer is that "it is dying out." Competition being what it is, there is a question as to how common the practice may be, but *Consumers' Digest* has received enough reports from those consumers who have discovered the code from actual experience to

indicate that it is still far too generally used.

Some druggists attempt to justify the practice by calling the code an attempt to standardize prices—the standard for a given prescription being set by the first man to fill it! Others think the code was first used as a means of protecting the original filler of a prescription against complaints of overcharging by customers who had been able to secure cheaper service elsewhere—another example of the consumer's being Little Red Riding Hood.

One pharmacist with a cynical twist remarked that while the code is now frequently disregarded, it was successfully used at a time when "there was honor among thieves!"

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Why Druggists Sell Everything

The prescription counter alone would keep few drugstores open. The New Jersey Board of Pharmacy shows that only 1½ prescriptions per inhabitant are filled annually, an average of 9 a day per drugstore. If all had adequate medical care and were not dependent on patent medicines, doubtless the number of prescriptions would jump tremendously—but then druggists wouldn't have the profitable patent medicine business.

—The Cooperative Consumer

AUTOMOBILE BUYERS

Don't miss important announcement of forthcoming 1939 Automobile ratings.

See the inside front cover!

Sea Food in Cans

THE Lenten season is an appropriate time to consider canned sea food, such as salmon, tuna fish, shrimp, and crab meat. Those who live near ports where they can secure freshly caught fish and shellfish may not be interested, but many of us who live inland prefer the canned variety to the frozen product that passes for fresh fish in our respective localities.

Salmon

Gone are the days when canned salmon was purchased solely for the diet of a favorite cat. The change may be due to somewhat better canning methods in general or to the fact that nutrition experts have discovered hitherto unheralded virtues in salmon. A glance over the Notices of Judgment of the Food and Drug Administration, however, shows that there is still much room for improvement in canneries. The 1936 pack, for example, was so bad that the government seized 294,000 shipping cases of canned salmon as unfit for human food. On the other hand, the 1937 pack was so good that none of it had to be seized. It is thought that weather conditions may have had something to do with this. If it is particularly cool in Alaska during the period of the salmon catches, there is less chance that the salmon will spoil before it is finally packed.

The average consumer, however, is not in touch with trade reports and is therefore not informed as to whether the salmon is good or bad during a particular year. It is necessary to rely on the appearance and smell of a newly opened can to determine whether or not it is good. If it isn't, or if there is doubt, take it right back to the grocer who sold it to you and get your money back. That is the only way to bring home to the packing companies the need for rigid supervision over their canneries.

Nutrition experts have put their seal of approval on salmon as a relatively inexpensive source of excellent protein. Several experiments have disclosed the fact that canned salmon is an unusually rich source of vitamin D, which is rather scantily supplied in civilized man's customary foods. It also contains minerals that are important for prevention of rickets.

There are several varieties of salmon, and some are of better quality than others. It is important, therefore, for you to read the label and, if you are a discriminating buyer, to reject any can that does not bear the name of the variety of salmon it contains.

Chinook, which is the largest of the salmons, is tops. It is very rich in oil. The spring catch is the best. It is sometimes so labeled and sometimes labeled "Fancy." The fall catch is usually labeled "Choice."

Red Salmon comes next in quality and price. Sometimes it is called *Sockeye*.

Coho, also known as *Silver Salmon* or *Medium Red Salmon*, is third in quality and should be third in price.

Pink Salmon comes from the smallest of all salmon. Over half the American pack is of this variety, and because it is very plentiful, it should be low in price.

Chum or *Keta* is the last in quality and the cheapest of all. Although it is sometimes called *Dog Salmon*, it is wholesome food if you like its flavor.

Tuna Fish

Tuna fish for canning in this country is partly supplied by our own fishermen. The rest is imported from Japan, whence it is shipped in a hard, frozen condition. It is inspected on arrival in this country, and the portions of a shipment that are not good are sorted out and destroyed. There are fewer seizures by the Food and Drug Administration of spoiled canned tuna fish than of salmon and shrimp.

In buying tuna fish, as in buying salmon, it is important to read the label in order to get the most for your money. There are three varieties:

White-meat tuna, which is the best and most expensive; *Light*-meat tuna, the most commonly sold variety; and *Tonno*, the "Italian-style" pack. The terms "tuna" and "tunny" are synonymous.

In the canning process the natural oil of the tuna is removed because, it is asserted, it has a peculiar flavor that renders the fish unpalatable. This oil is replaced by cottonseed oil, usually labeled "salad oil." In the *Tonno* or "Italian-style" pack, the fish is packed in olive oil. Some people have a definite sensitivity to cottonseed oil and so are unable to tolerate any food containing it. If you have had difficulty digesting tuna fish, it may have been due to the cottonseed oil introduced in its processing. Try the "Italian-style" pack next time.

Shrimp and Crab Meat

Canned shrimp and canned crab meat are more in the luxury class. At any rate they appear to be less popular than either salmon or tuna. Perhaps the packers themselves have been responsible for this state of affairs. Not so many years ago, enormous quantities of canned shrimp were seized by the Food and Drug Administration as unfit for human food. Conditions were so bad that the industry itself asked Congress for inspection regulations. As the result of the Seafood Amendment to the Federal Food and Drugs Act, in 1934, government inspectors are assigned to shrimp canning plants which pay about half of the cost of their salaries. Congress appropriates from the Treasury funds to defray the balance.

Shrimp that is packed under such inspection is labeled, "Production Supervised by U. S. Food and Drug Administration." Be sure that this statement is on the can or jar

of shrimp that you buy. This plan of inspection has not been adopted by the crab-meat packing industry, in which the sanitary conditions are still far from perfect, according to the Food and Drug Administration. The Administration's Eastern District, however, has a trailer laboratory, carefully equipped for both chemical and bacteriological tests, which makes the rounds of the Chesapeake Bay and South Atlantic Coast regions.

Frequent complaints are made by consumers of the presence in crab meat—and sometimes other sea food—of glass-like particles. Commonly these are not glass at all but what is believed to be a crystalline phosphate salt. Just what causes the formation of such crystalline masses is not clear.

General Advice

If you are fond of canned fish and sea food, learn to be a discriminating buyer. Read the whole label before you buy. Get your name put on the Food and Drug Administration's free list to receive its Notices of Judgment. Keep track of the packers whose brands are frequently condemned and carefully avoid them in making your purchase. If there is something wrong with your purchase, write the packer or wholesaler or both about it. Remember that as a consumer you need to make your likes and dislikes known. Intelligent criticism on your part can help to improve the quality of canned sea food for the benefit of all consumers.



Canned Vitamins

DON'T FORGET THAT NO MATTER HOW EXQUISITELY COMMERCIAL VITAMINS MAY HAVE BEEN PREPARED, THOSE IN FRESH FRUITS AND VEGETABLES ARE ACTUALLY BETTER AND VERY MUCH EASIER AND CHEAPER TO PROCURE. You won't get the good from large doses of commercially prepared vitamins taken all at one time that you will from the small quantities frequently administered which reach you in the ordinary mixed diet of freshly gathered vegetables.

—*How to Conquer Constipation*,
by Dr. J. F. Montague

Hocus Focus

By
PERCIVAL WILDE



VII

WHEN he showed me the photograph he had made of his grandparents, I remarked, "What a pity that such nice old people should be attacked by the Persian itch."

He retorted indignantly, "It isn't anything like that. I made it with an ultra-speed lens and ordinary lighting, indoors, at night. Isn't it wonderful?"

I said, "Peace, it's wonderful." Then I added, "You could have used synchroflash—or photofloods screwed into the floor lamps—and if you had stopped down a bit, the dear old lady's nose would have gone to the spot where I am used to seeing it, instead of making a Cook's tour of her face——"

He interrupted. "That's old fashioned. I wanted to show what the lens could do. I used it wide open at a distance of four feet. It has a speed of ——"

At that point I departed. There seemed to be no point in discussing the making of pictures if he wanted to do stunts.

Not even the lens-makers—nor their dealers—can escape from the laws of mathematics. Every lens has its "depth of field," an area which it covers with sharpness. Increase speed or focal length, and the area contracts: it is a matter of optical logic which no formulæ can sidestep. The greatest advantage of the miniature camera is based on the fact

that a short-focus lens of reasonable speed will render a large field with good definition, hence will be useful for almost any kind of photography; but increase the speed, handicap the lens by using it at excessively short ranges, and sharpness, perspective, and picture quality vanish. By applying the useful infinity series formula published in the *British Journal of Photography*, we find that an $f:2.8$ lens of two inches focal length will, when focused on an object six feet away, render sharply all objects in an area not nearer than five feet six inches and not farther than six feet eight inches. The "depth of field" is accordingly fourteen inches, and shrinks, respectively, to seven and five inches if the lens be focused on objects at distances of four and three feet. For identical distances, the "depth of field" for an $f:2$, two-inch lens, no matter how well designed nor how painstakingly made, will become 11, 5, and 2.6 inches, and for an $f:1.5$, 7.5, 2.7, and 1.9 inches. I have heard of but have not seen a lens faster than $f:1$. If its focal length is two inches, the depths it will cover at the stated ranges will be 3.8, 2.4, and 1.2 inches, and if used for "close-ups" in the manner favored by my friend, it will be unable to deal justly with the human face unless the latter has been first flattened out by a steam roller—after which the face will probably not be worth photographing.

The joint advent of high-speed emulsions and convenient, superior lighting has taken away most of the reasons for the existence of ultra-speed lenses. If the day is sunny, $f:4.5$ and "press" film will easily handle exposures as fast as $1/1000$ second. If the sky is overcast, the flashlight, which has become smaller and more readily portable, often solves the problem. For indoor work there are again the flash and the photoflood, either one, incidentally, allowing the photographer to control illumination in a manner more artistic than usually possible with natural lightings.

The practice of the professionals is worth studying.

Not long ago a misguided young man leaped to the street from an upper story of a New York hotel. Since he had announced from the window ledge that he "would think the matter over" first, the snapshotters gathered. Dusk came before he jumped. The best photographs—if any of an event so ghastly can be considered good—were made with long focus lenses, $f:4.5$ openings, and synchroflash.

It is true that the ultra-speed lens permits stage photography with ordinary lighting. But it is doubtful if amateur snapshots, badly composed, none too sharp in definition, and taken under every disadvantage, will ever compete with the incomparably better work turned out by such artists as Lohse and Pavelle, who are given the facilities and strategic points of view which their talents warrant.

A study of the American Photographic Annual, a publication friendly to all schools of picture making, is instructive. The 1939 issue contains ninety-three photographs representative of the preceding year's best work. Technical data are supplied for eighty-five prints. A breakdown indicates that an even dozen lenses had speeds of $f:2.8$ or more, and that only five of them were used wide open, once in the dusk, twice for stage shots, and twice to produce intentional out-of-focus softness. Whatever their greatest speeds, lenses were stopped down to make seventy-one of the eighty-five prints, the most frequent apertures being $f:8$ (22 prints), $f:11$ (14 prints), and $f:6.3$ and $f:5.6$ (9 each). Lenses with top speeds of $f:4.5$ were most popular, with the work of thirty-five represented. Twenty $f:3.5$'s and ten $f:3.8$'s came next.

The 1937 issue (the only one I have at hand) of the Leica Annual, devoted entirely to the work of that well-made camera, confirms the view that it rarely takes speed to make fine pictures. Forty-four of one hundred and thirty prints were made at $f:6.3$. Twenty-two were made at $f:4.5$, fourteen at $f:9$, thirteen at $f:3.5$, and thirteen at

f:12.5 or slower. Seven were made at f:2.2, nine at f:2, and precisely one at f:1.9. These latter groups included night and stage photographs of the kind which the amateur always hopes to make and so seldom succeeds in making.

The January, 1939, issue of *Minicam* supplies data for most of the prints it publishes. The most used openings were f:3.5 and f:4.5. One picture, a "candid" shot of a photographer at work in his studio, was made at f:2; but the photographer shown, John Hutchins, who bought his first camera a year ago, and whose masterly portraits have achieved almost unprecedented success at recent salons, uses a nineteen-inch apochromatic lens at an aperture of f:16.

On occasion the ultra-speed lens can capitalize its shallow depth of field, turning a liability into an asset. At a recent public dinner I observed a news-photographer shooting the speakers. He did so with a synchroflash, a lens opened to f:2, and a proportionately speeded-up shutter. By adopting that technique he obtained sharp focus for the speaker's face, converting everything else into a soft background. A similarly intelligent use of ultra-speed is shown in a print included in the Scaccheris' recent "The Fun of Photography." Their subject, an Indian, wore what might have been called an ultra-speed shirt, whose violent colors blazed into a checkered background. The Scaccheris shot him with a Graflex using a Cooke f:2.5 lens at full aperture, producing a print in which every emphasis was placed on the striking face of the model, while the shirt, out of focus, fused into an inoffensive mush.

For such specialized professional work the ultra-speed lens is effective: one cannot request an earnest orator to adjourn to a studio background; and it would be decidedly unwise to ask Lo, the picturesque Indian, who probably owns only one shirt, to change it.

Stepping Spring Along

Forcing Spring Flowers for Winter Bouquets

By

ELIZABETH ANN PULLAR

WHILE late winter winds are blowing and snow still covers the ground, a natural longing for the freshness of spring flowers and new green leaves for indoor decoration may be gratified by a simple expedient long practiced by florists known as "forcing." Essentially, forcing is to duplicate indoors Nature's provision for warmth and moisture that swells the waiting buds, unfolding them into flowers and leaves. Since the process of forcing is not difficult, and the great out-of-doors holds many suitable plant materials, a little experimenting with early blooming flowers will provide much pleasure.

Method of Forcing

In selecting material for indoor forcing, look for branches with large fat buds. New wood usually has most of the new season's flowers (Forsythia being an important exception to this). Cut the twigs with a clean sharp slant to allow a maximum of water to enter the stem. The ends of the branches may even be slashed in several places to assure more water entering the stem. When the branches have been cut they should be brought indoors and completely submerged in lukewarm water for an hour or two. Then place the stems in a deep vase filled with cold water and set in a sunny window. A daily spraying with warm water moistens the buds and hastens their development.

Water in the vase should be changed daily also to assure freshness.

Within a week, buds of most plants will show a noticeable growth and many, such as Forsythia and Japanese Quince, may burst into bloom within two weeks after cutting. The length of time required to bring flowers into bloom will shorten with the approach of their natural blossoming period. Notes kept from year to year on the date branches were brought indoors and the date of flowering will assist one to have a spring bouquet of Forsythia or some other early favorite as a decorative feature for a festivity which has been planned a few weeks in advance.

Materials for Forcing

Material for indoor forcing should not be gathered before February, since most plants cut before that date will fail to respond to artificial heat and water. Any time during February and March, a search may be made for promising branches to bring indoors. Most successful results will be obtained from those plants that normally produce their flowers early in spring. Most of the spring flowering shrubs as well as early native plants, such as willows, hazels, and alders, can be coaxed into bloom very easily indoors.

One of the most satisfactory shrubs for indoor forcing is the common Forsythia or Goldenbell. At this time of year the stems of Forsythia have a lively yellow color, are full of sap, and are covered with large knotty buds. Choose the branches with some thought. Those having the greater number of buds will of course produce more flowers; and in the case of Forsythia, as already noted, it is the old wood that has most blossom buds. Wiry branches with sparse buds will produce leaves, largely, and are not worth bringing indoors. In a sunny window of a warm house, Forsythia buds quickly change into sweetly fragrant yellow flowers most adaptable for decorative floral arrangements. And one

of the joys of Forsythia is its long-lasting quality. A bouquet of these golden bells should continue to bloom for about three weeks after the first flower opens.

Japanese Quince (*Cydonia japonica*) is another shrub very easy to force into blossoming. Even in its dormant stage, the round flower buds are clearly distinguishable from leaf buds, so that in cutting twigs of the Japanese Quince, it is not difficult to choose those that will develop into blossoms. If the blooms are desired in February, it is a good idea to place the twigs in water and leave them in a cool dark room for a week or until buds show signs of swelling. Then, when put in the sun, they will open quickly. Later, in March, this precooling treatment is unnecessary. The bright red flowers of the Japanese Quince are particularly ornamental for indoor bouquets.

The Japanese barberry is commonly grown as a hedge shrub. In March, twigs of this plant may be brought indoors, placed in water and within two or three weeks the yellow bell-like flowers characteristic of the barberry will open. Bridlewreath (*Spiraea thunbergi*) when forced indoors will produce graceful sprays of tiny white flowers accented here and there by a new green leaf. If one is fortunate enough to own a star magnolia (*M. stellata*) it will prove to be a desirable plant for forcing. It opens in about two weeks, and its star-like flowers are faintly fragrant. The larger magnolia is difficult to force as are also dogwoods. A red maple tree often has branches hanging low enough to gather. Select a few sprays with many buds and indoors they will soon develop into the bright sweet scented maple blossoms so welcome in the spring.

Fresh green foliage in itself makes a pleasing decoration, and for this purpose branches from lilacs may be forced. The dormant buds are very large when the stems are brought indoors where the warm temperature quickly causes them to send forth many leaves and new green stems.

The lilac cannot be expected to produce a blossom when forced indoors for the original branch cannot supply sufficient food. However, the leaves alone are worthy of a place in a sunny window.

From the wild may be obtained catkins of pussy willows, hazels, and alders, all of which naturally bloom early in spring, thereby making especially good forcing material. Pussy willows will do best when not placed directly in the sun, and once the buds have opened to reveal the pussies they will last indefinitely if the water is removed from the vase and the stems kept dry.

Branches of both the ornamental and commercial fruit trees may be forced into blossom without difficulty. Japanese cherries, flowering peach, and flowering almond are choice examples of the former. Commercial fruits useful for forcing are apples, peaches, and pears. Apples are apt to produce smaller and paler blossoms indoors than in nature, but they are pretty nevertheless. There are many more plants that may be forced with pleasing results. Look around and experiment!

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THE ANATOMY OF TAXES



17%
ELECTRICITY



25%
HOUSE RENT



1.1 inches of
EVERY CIGARETTE



20%
PER LOAF



25%
EVERY TUBE

Ratings of 182 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure
biog—biography
com—comedy
cr—crime and capture of criminals
hist—founded on historical incident
mel—melodrama

mus-com—musical comedy
mys—mystery
nov—dramatization of a novel
rom—romance
soc—social-problem drama
trav—travelogue

AA	A	B	C	
—	—	—	3	Adventure in Sahara mel AY
—	—	4	4	Always in Trouble com AYC
—	5	1	—	Ambush mel A
9	9	3	3	Angels with Dirty Faces mel A
—	6	4	2	Annabel Takes a Tour com AY
—	6	2	—	Arizona Wildcat com AYC
—	12	14	—	Arkansas Traveler com AYC
—	5	7	1	Arrest Bulldog Drummond mel AY
2	6	6	3	Artists and Models Abroad com AY

AA	A	B	C	
8	16	1	1	Beachcomber, The rom A
—	6	3	—	Blondie com AYC
—	2	9	3	Boy Slaves mel A
13	7	1	1	Boys Town soc AY
1	5	5	5	Breaking the Ice com AYC
—	1	2	9	Broadway Musketeers mel A
5	15	2	2	Brother Rat com AY
—	2	3	1	Burn 'Em Up O'Connor mys AY
—	4	6	5	Campus Confessions rom AY
5	12	3	1	Carefree com AY
—	2	—	1	Charlie Chan in Honolulu mys AY
8	12	5	—	Christmas Carol nov AYC
—	3	3	3	Cipher Bureau mel AY
14	7	2	—	Citadel nov AY
1	—	3	3	Clown Must Laugh rom A
—	—	3	3	Come On Leathernecks rom AY
2	11	6	2	Cowboy and the Lady com AYC
—	—	1	3	Crashin' Thru Danger mel AY
—	1	2	1	Dangerous Secrets rom AY
10	11	—	—	Dark Rapture trav AY
4	4	—	—	Dawn Patrol mel AY
—	—	2	2	Delinquent Parents soc A
—	—	12	3	Disbarred mel A
—	1	2	2	Down in Arkansas com AY
—	8	4	2	Down on the Farm com AYC
1	4	10	—	Dramatic School mel AY
2	5	4	2	Duke of West Point com AYC
7	5	3	1	Edge of the World adv AY
—	2	3	2	Everybody's Baby com AYC
—	—	3	5	Exposed mel AY
—	3	2	—	Federal Man Hunt cr AYC
—	—	6	2	Fighting Thoroughbreds rom AYC
—	4	10	6	Five of a Kind com AYC
—	—	2	1	Flight to Fame mel AY
—	2	9	2	Flirting With Fate com AYC
—	—	2	1	Four Girls in White rom AY
—	2	2	8	Fugitives for a Night mys AY
—	—	4	2	Gambling Ship mel AY
—	1	1	3	Gang Bullets cr AY
—	4	7	3	Gangster's Boy mel AY
1	13	5	4	Garden of the Moon mus-com AY
—	2	12	—	Girl Downstairs com AYC
—	5	4	3	Girls on Probation cr A
—	10	5	—	Girls! School mel AY
—	7	6	1	Going Places com AY

AA	A	B	C	
5	10	—	—	Grand Illusion mel AY
6	10	1	—	Great Man Votes com AYC
18	4	—	2	Great Waltz biog AY
7	—	—	—	Gunga Din adv AY
—	6	7	6	Hard to Get com AYC
—	7	3	—	Heart of the North mel AYC
—	—	—	5	Held for Ransom cr AY
—	—	6	—	Higgins Family com AYC
—	1	3	1	High Command nov AY
—	—	5	2	Highway Patrol mel AY
3	12	3	1	Hold that Co-ed com AY
—	3	3	—	I Am A Criminal mel AY
—	—	—	4	I Demand Payment mel A
1	1	—	—	Idiot's Delight com AY
15	6	—	1	If I Were King hist AY
—	1	2	5	If War Comes Tomorrow mel A
—	3	5	7	Illegal Traffic mel A
—	—	2	3	I Married a Spy mel A
—	—	6	4	Inside Story mel AY
—	—	4	3	Irish and Proud of It com A
—	2	4	1	I Stand Accused mel AY
6	10	3	—	Jesse James mel A
4	11	3	2	Just Around the Corner com AYC
—	—	1	7	Juvenile Court mel AY
11	13	3	—	Kentucky rom AYC
—	6	8	5	King of Alcatraz mel A
—	2	3	2	King of the Underworld mel A
—	1	2	3	Lady Objects rom A
6	5	1	—	Lady Vanishes mys AY
—	—	3	9	Last Express mys A
—	2	4	3	Last Warning mys AY
1	10	3	3	Listen Darling com AYC
—	—	1	4	Little Adventuress mel AY
—	—	2	5	Little Orphan Annie mel AYC
—	4	3	6	Little Tough Guys in Society com AY
—	—	2	3	Lone Wolf Spy Hunt mel AY
—	1	2	—	Long Shot mel AY
1	9	4	6	Mad Miss Manton com AY
10	11	3	—	Man to Remember mel AYC
1	3	3	1	Man with 100 Faces mel AYC
—	—	4	4	Mars Attacks the World mel AY
—	—	—	3	Meet the Mayor com A
6	7	8	3	Men with Wings adv AY
—	—	—	7	Missing Guest mys AY

AA	A	B	C	
—	3	3	6	Mr. Doodle Kicks Off com AY
—	2	1	2	Mr Moto Takes a Vacation mys AY
—	2	4	3	Mr. Wong, Detective mys AY
—	9	8	5	My Lucky Star com AY
—	—	2	5	Mysterious Miss X com AY
—	3	1	—	Nancy Drew, Detective mys AYC
—	1	3	2	Newsboys' Home mel AY
—	2	1	2	Next Time I Marry com AY
—	1	5	2	Night Hawk cr AY
—	—	2	1	Off the Record mel AY
—	2	2	—	Outside the Law mel AYC
2	12	1	—	Out West with the Hardys com AYC
—	1	7	3	Pacific Liner mel A
—	2	4	1	Pardon Our Nerve com AYC
1	6	3	—	Paris Honeymoon com AYC
—	2	4	2	Peck's Bad Boy with the Circus .com AYC
—	—	6	7	Personal Secretary mys AY
—	3	2	—	Persons in Hiding cr AY
13	4	—	—	Pygmalion com AY
—	—	—	3	Rebellious Daughters mel A
—	4	4	2	Ride a Crooked Mile mel A
—	1	5	3	Road Demon mel AY
—	5	3	4	Road to Reno com A
2	9	8	3	Room Service com AY
—	2	3	—	St. Louis Blues mus-rom AY
—	5	5	9	Say It in French com A
—	—	2	7	Secrets of a Nurse mel A
—	1	2	5	Secrets of an Actress rom A
—	10	6	3	Service de Luxe com AYC
—	2	2	1	Shadows Over Shanghai mel AY
—	2	3	5	Sharpshooters rom AY
1	3	5	5	Shining Hour rom A
—	—	4	13	Show Goes On rom A
5	12	4	1	Sing You Sinners com AYC
4	12	3	4	Sisters, The rom AY
4	7	3	2	Sixty Glorious Years hist AYC
—	—	3	2	Slander House mel A
—	1	3	2	Smashing the Spy Ring mel AY
—	3	—	1	Smiling Along com AY
—	6	5	2	Son of Frankenstein mel AY
—	5	2	7	Sons of the Legion mel AY
2	13	3	4	Spring Madness com AY
—	10	5	3	Stablemates mel AYC
—	14	2	—	Stand Up and Fight mel AYC
—	2	5	7	Storm, The mel AY

AA	A	B	C	
—	3	2	4	Storm Over Bengal mel AY
3	7	2	8	Straight, Place and Show com AY
—	2	4	1	Strange Boarders mys AY
—	1	3	2	Strange Faces mel AY
5	9	3	2	Submarine Patrol mel AY
7	7	6	5	Suez rom AY
14	9	1	1	Sweethearts mus-rom AY
—	—	5	1	Swing, Sister, Swing com AY
—	2	4	3	Swing that Cheer com AY
—	—	4	9	Tarnished Angel rom A
—	1	4	4	Tenth Avenue Kid mel AY
1	5	2	—	Thanks for Everything com AY
—	8	4	4	Thanks for the Memory com AY
13	9	1	—	That Certain Age com AY
4	16	5	1	There Goes My Heart com AY
—	4	1	—	There's That Woman Again mys AY
—	9	2	—	They Made Me A Criminal mel A
—	—	1	5	This'll Make You Whistle com AY
2	5	4	—	Three Loves Has Nancy com AY
2	1	3	—	Tom Sawyer, Detective nov AY
7	9	4	2	Too Hot to Handle mel AY
3	8	5	—	Topper Takes a Trip com A
—	3	2	1	Torchy Gets Her Man com AY
—	—	—	3	Torchy in Chinatown com AY
1	6	6	5	Touchdown, Army mel AY
—	3	2	—	Tough Kid mel AY
1	12	3	1	Trade Winds rom AY
—	5	8	6	Up the River com AY
—	5	2	13	Vacation from Love rom AY
1	12	4	3	Valley of the Giants adv AY
—	1	2	2	Wanted by the Police mel A
—	3	—	—	Whispering Enemies mel AY
—	4	2	—	Wings of the Navy adv AY
—	1	—	2	You Can't Get Away with Murder .cr AY
17	3	1	2	You Can't Take It with You com AY
1	15	1	2	Young Dr. Kildare soc AY
13	9	1	—	Young in Heart, The com AY
—	7	7	6	Youth Takes a Fling com AY
1	3	11	1	Zaza rom A

Good Lighting for the Home

THESE are certain characteristics of good lighting in the home which it would be well to consider if the home is to be properly lighted. First, the absence of glare from the light is very important; second, it is necessary that light be of good quality; and third, the light should be properly placed.

In order to prevent glare from lights it is very essential that all lights be shaded, whether electric, kerosene, or gasoline lamps are used. Bulbs of electric lamps and flames of both kerosene and gasoline lights should not be exposed beneath the shade if the lighting is to be of the best quality.

All light should be shaded if it is to be restful. The bare sunlight is glaring, but when shaded by a cloud it ceases to be so glaring. The most restful sunlight is in the shade of a tree or in the shadow of a building, and in like manner, all light from lamps should be shaded.

The quality of lighting is just as important as the quantity of light. The best quality of light is soft and mellow. For example, electricity and gasoline give a bright, glaring light, which must be softened with a shade, a frosted bulb, or some type of protector. The shades of heavier materials produce a better quality of light by reducing the amount of glare. There should not be any harsh shadows on the work when the hand is held between the light and the work. Frosted or diffusing glass bowls and shades will soften shadows and produce a good quality of light in the home.

The placement of lamps is very important in producing the best lighting. Lamps that are badly placed may destroy

the harmonious quiet effect that prevailed before the light was turned on, thus giving a poor effect in home lighting. The angle and the height of a light are important factors in good lighting. Lamps should be placed so that the light falls upon the work rather than upon the person. All lamps should be placed to one side rather than directly in front of or at the back of a person. It is usually suggested that light come from the left shoulder.

There should be a lamp placed beside every spot where people read, sew, or do other close-up work. It is suggested that a lamp be placed beside each easy chair, at the end of the davenport, at the writing desk, at the sewing machine, and at the head of each bed.

Amount of Light Needed in the Home

There should not only be enough light in every room for seeing, but there should be ample lighting for doing various tasks in the home. It is generally agreed that two types of lighting are needed to make a room comfortable for seeing and close-up work; that is, general and localized. General light is usually in the form of a ceiling fixture which is indirect and throws light over the entire room. It should be used for occasions when a uniform light is needed in all parts of the room. There are many types of lamps and fixtures on the market that will diffuse light and throw it over the room without revealing the source. Localized or direct light is produced in the form of table lights, floor lamps, or wall lights at the place where they are needed for work. Two or three lamps distributed throughout a room can be moved to the place where they are needed.

Each kind of work needs different amounts of light. All light is measured in foot-candles. A foot-candle of light is the amount of illumination a candle gives, one foot away. . . . Most people sit farther than a foot away from

the light. For example, if 20 foot-candles of light were supplied at one foot for reading, and a person sat two feet away from the lamp, he may have [far fewer] foot-candles of light, and would have to [double or] quadruple the amount of light needed. This may be done by using a larger watt bulb or [more] kerosene lamps. There is a light meter for testing the amount of light given off by the various light fixtures and bulbs. By placing the meter at two or five feet away from the light one can know whether there are 10 or 20 foot-candles of light at a certain distance from the lamp. The bulbs may be changed if electric lights are used, and one can know whether a 50-watt bulb will give 15 foot-candles of light or whether a 150-watt bulb will give 50 foot-candles of light. By using the meter, it is possible to tell whether or not the light is suitable for reading, sewing, or kitchen work.



Apologies to the 1938 Ford V-8 "85" De Luxe

In the January, 1939, issue of *Consumers' Digest* we ran an article entitled "Should Women Buy Used Cars?" General advice was given on how to go about purchasing a secondhand car, what to look for, and what to avoid. By special permission listings were given by brand name of cars under \$1000 (factory price) recommended by Consumers' Research in the years 1933 through 1938.

In Price Group 3, the Ford V-8 "85" Standard, 1938, was listed, but through an inadvertence the De Luxe model of the same 1938 car was omitted. It too should have been included as a recommended car for that year.

Winter Got Me

By

MILO H. REYNOLDS

“HOW'RE they going?” ventured my back-door neighbor as he got out of his car after having bought some groceries.

“Not bad,” I replied, and continued to wash my own 1937 model of a different make.

“I got twenty miles a gallon last week on that trip,” he bragged. “The new plugs I had put in work great.”

“That so?”

“Sure do. Well, take it easy,” he said while leaving.

As I dried off the remaining wet places with a chamois I began wondering if new plugs would help my own gas-eater. Suddenly I got an idea.

I grabbed the tool kit, lifted the hood, removed the spark plugs, and began cleaning them. It was rather difficult to get the screw driver in between the gap to scrape them shiny, but I managed. Then I touched up the distributor a bit—having heard somewhere of “filing the points.” I could hardly wait to pull the starter; and when I did, the motor purred away immediately.

Happy day! Was I thrilled at doing a good tuning-up job—and without paying expensive garage prices to get it done!

THREE mornings later the weather had that fall touch. It was noticeable in the motor, too. She didn't have the usual instant response. Furthermore, after slowing down to ten miles an hour for that right angle turn which is two miles away, and then stepping on the gas for that

continuous upgrade which leads to work, the motor jerked, and spit, and coughed, and all but stalled. Usually she would gain up to forty miles on the hill.

So I drove in to a garage where I had had a couple of grease jobs done, and told them to fix it, saying that I thought the automatic choke was bad. The mechanic said it acted more as though the spark plugs were out of adjustment, and that it wouldn't be anything at all to clean and adjust them. I gave him my OK to do it, but didn't say a thing about my own work on them. (I felt sheepish enough about the whole thing anyway.)

After work when I went to get the car, the mechanic told me that when he had tested it on the road to see that the motor ran smoothly, there seemed to be too much play in the steering wheel. He coyly suggested that I let him fix it the following day.

Being in the mood to have my chariot run better than my neighbor's, I left it at the garage the following morning. As a matter of fact, it had started so well that I began to think this mechanic was one in a thousand.

That noon he told me I wouldn't feel the bumps in the steering wheel any more because he had cleaned and repacked the front wheel bearings, aligned the wheels, and inserted a new shock spring, besides taking up the play. He also mentioned that the brake pedal had to be depressed nearly to the floor before taking hold, which meant the fluid was getting low. Since it would take only a couple of minutes to put in more fluid, I waited.

BUT there was a sense of relief at having the old buggy in tip-top shape. She seemed to glide along so smoothly, and to be under perfect control.

About a week later a real snappy fall day turned up. And the same old trouble also turned up—hard to start, and balking on the hill. There seemed to be trouble with

the hot-water heater as well—it made an awful noise and didn't seem to throw out much heat.

I gave the job of fixing the heater to the same garage-man, without mentioning the poor work he had done previously. He was quick to say that any heater needed overhauling in two years. And he overhauled it, too! Or at least he charged me for three hours' work on it. Also, I noticed that he had lost about half of my antifreeze solution which I had carried over from the previous winter.

Needless to say, I was getting fed up with this garage-man. He always seemed to find something wrong with the car. And as far as I knew, it had been all right until he had worked on it—with the exception of the spark plugs and probably the brake fluid. In addition, the work he had done was not satisfactory. Even my wife noticed that there was no difference in the way it steered or in the steering wheel shock when going over a bump.

She wanted me to make him do the work over, but I was afraid he would find many other things to fix. I had to do something though, because my neighbor's automobile still made no fuss about starting, and my pride necessitated the same thing for mine. I happened to remember an old school pal of mine who had a garage on the other side of the city. And I was sure that he would fix me up, and fix only what was wrong.

TO start with, he sold me brand new spark plugs and had me switch to high-test gasoline. That seemed to correct the hill-climbing trouble, but she was still hard to start on cold mornings; and we were getting plenty of them because it was early December. He next installed a new distributor cap and rotor, and then an electric motor-heater which heats the water in the block. But still no results.

One very cold morning the radiator froze after I had driven about half way to work. Luckily, a filling station

was nearby so I could drive in to get it thawed out. But I was burned up because I had spent so much time and money getting my buggy fixed up for the winter—and here it was, frozen when the season had hardly started. I wouldn't let my neighbor hear about it, anyway.

I was a half hour late for work, but that didn't matter because I was enthusiastic over the prospect of having a car that would start easily. And I had a right to be, as I found out the following day, after the gas-station attendant had changed the oil to grade 10, and had put No. 50 oil in the transmission instead of grease.

Yes, I found that she started with one pull of the starter—but I was sorely disappointed because my neighbor had been suddenly transferred to another state and couldn't see how well a good car started.



INFLUENCE OF CONSUMERS

ONE of the important developments of the time is the emergence of the consumer as a factor to be reckoned with in distribution. Consumers are becoming aware of the force they can exert to insure consideration and protection. The retailer is closer to the consuming public than any other representative of business and he should be alert to the importance of adopting practices and policies which will meet the needs and desires of an awakened and enlightened consuming public.

As the consumer movement becomes more extensive and vocal we may expect that consumers will demand more truthfulness in advertising, quality standards and specifications, more informative labeling, more accurate size standards, and more intelligent salesmanship in stores. They will also probably oppose arbitrary price fixing which takes prices out of competition and insist on greater legislative control over retail store practices. In short, the consumer will in time become both in theory and in fact the decisive factor in controlling business policies.

—*Better Business, issued by University of Colorado*

A Reader Says

I N my work I get around quite a bit, and in the course of a year meet folks in many different lines of work. Listening to them I pick up a lot of information. Of course, that's not as interesting as telling them about yourself, but you certainly can learn more by lending a willing ear.

W HEN I think of a consumer, I have a sort of mental picture of the final user of goods and services. Of course, that means all of us, but some who are more clever in gathering in the dollars than others don't have to be quite so careful in letting go of them.

T HIS chap whom I met recently was an electrical dealer. Somehow I thought of him as digging around in trade papers for information, but this time I caught him with a *Consumers' Digest* sticking out of his pocket. It seems that not long ago a slick salesman had loaded him up with goods and what he thought was an exclusive franchise. When the deal was finished he had the goods but not the franchise.

W HEN he started looking around for some new lines he ran across an issue of the *Digest* which had quite a lot of dope about vacuum cleaners; then he took the trouble to look up other numbers at the library to see what was what on refrigerators. He told me he had gotten a new slant on consumer goods and that he figured he had saved himself a nice bit of time and money in taking on new lines of recommended products. Maybe he wasn't so dumb after all and might have been giving himself a break while figuring out one for his customers.

T ALKING to this dealer reminded me of how the article on aspirin enlightened my household. My one and only wife gets a bang-up, grade A headache once in a while, and used to take an aspirin or two trying to get rid of the headache. The headache went, but what stuck around was worse yet. I guess that's what these streamlined doctors call an allergy.

I F I can unlearn some of the things I "know" which aren't so, I'll have a chance at that three score and ten, with fewer grouches and aches than I now seem to have.
—FRED RAY.

Have You Read COD-LIVER OIL—FOOD, DRUG, or POISON in the January Issue of Consumers' Digest?

If you haven't, you have missed an article which should be read by every parent. It tells the plain truth about the use of cod-liver oil in the diet.

This is just a sample of the outstanding articles, which will help you save both dollars and health, appearing in *Consumers' Digest* every month.

Listed below are some other subjects of special interest which were discussed in the last two issues.

January

Should Women Buy Used Cars?
How Safe is Aspirin?
Leather Shoes for Men and Women
Only Saps Buy at Retail for Cash
Photographic Enlargers
Quality of Bakery Products
What's Your Allergy?

February

An Engineer Looks at 1939 Autos
Midol—"Patent Medicine"
Table Model Radio Sets
Pass the Pickles
Buying Bedspreads
Hocus Focus—Lenses
Hay Fever

Both of these issues are available at 15 cents a copy, or you may enter a year's subscription requesting that your subscription begin with either one. Use the order blank below.

SEE THE INSIDE FRONT COVER FOR A SPECIAL ANNOUNCEMENT ABOUT AUTOMOBILES

CONSUMERS' DIGEST

Washington, New Jersey

Please send me one copy of the [] January [] February issue of *Consumers' Digest*. I enclose 15 cents for each copy.

[] Please enter my subscription for one year. Begin my subscription with the [] January [] February [] next issue (*containing the list of Recommended 1939 Automobiles*).

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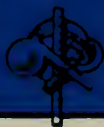
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CONSUMERS' DIGEST



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CONSUMERS' DIGEST



The enlightened consumer is a necessary encouragement to merchandising integrity.

15c a copy

\$1.50 a year

M. C. Phillips, Editor

E. B. Albright, Director of Circulation

A summary of what is known of the ingredients of various well-known brands on the market and their effect on the health of their users.

HAIR DYES

Bran and similar cereals were considered food for farm animals by your grandfather. Perhaps he had the right idea.

BREAKFAST CEREALS

A condensation of a report on tests of washing machines made by Consumers' Research. Includes a number of well-known brands, including Easy, ABC Spinner, and Bendix.

WASHING MACHINES

Watch for these articles in early issues.

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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Dandruff—and What to Do About It

DANDRUFF was almost a social disease according to advertisements a while back. Now that the Federal Trade Commission's boys and the Food and Drug Administration have gotten on the job, thanks to new consumer legislation, ad claims are a bit more conservative. It's practically impossible now to get by with a claim that any cosmetic or barbershop preparation will "cure" or even do anything very definite about dandruff.

Of course, you always know when you have dandruff because of the little white particles that flake off on your clothes. As the magazine, *Hygeia*, once put it, "Dandruff means a scurf on the scalp. To the man in the street, it means scurf on the coat collar." Just what the immediate cause of trouble is has never been satisfactorily determined. Many medical men, however, agree that one's general state of health has something to do with it.

The best preventive measures seem to be: Get plenty of sleep. Avoid an excess of rich, sweet, greasy, and fried foods and pastry. Keep your scalp clean, and be sure your brush and comb are washed frequently. Smoking too much and overindulgence in alcohol, both affect the condition of the scalp. Do not allow your hair to be sunburned or your scalp subjected to heat that is too drying. Women, particularly, complain that the little white scales make their appearance after a visit to the hairdresser where their hair has been dried by the too intense heat of an electric dryer.

The old-fashioned, slow, hand-drying method is apparently more desirable from the health standpoint.

ASSUMING that you have dandruff, and most of us seem to be in that predicament, what should you do about it? First of all, don't worry—that may only make matters worse. If it is very bad and your hair seems to be falling out rapidly, see a competent physician and have him give you a thorough physical check-up. You may have a touch of arsenic poisoning from food, medicine, a scalp tonic, or a "medicated" shampoo. If your case doesn't seem to call for medical consultation, check up on your health habits to see if they can be improved. Whatever you do, don't go out and buy a lot of hair tonics which claim to cure dandruff. It has been pointed out that the irritants found in some hair tonics may increase rather than decrease dandruff.

Nearly everyone has his pet method of treating dandruff and some find that they can keep it in check by giving their hair the same careful attention that they give to their teeth. If the hair is oily, shampooing once a week (for a limited time only) with tincture of green soap, U. S. P., may be beneficial. Be sure that the soap is U. S. P. which means that it conforms to the standards set forth in the United States Pharmacopœia. Poor quality soap is very bad for the hair. Be sure that the soap is thoroughly rinsed from the hair with clear water. If your scalp feels dry afterwards, apply a little olive oil and rub it in gently with the finger tips.

Daily vigorous brushing of the hair is recommended by medical experts who say that dandruff is likely to increase if the hair is insufficiently brushed and combed. If you feel you must use something like a tonic on your scalp, try mixing your own by adding $\frac{3}{4}$ teaspoonful of resorcin to a cupful of extract of witch hazel, which commonly contains

15 per cent alcohol, or ask your druggist for a 2 per cent aqueous solution of resorcin. Apply this daily for a short period with a piece of cotton—unless you are a blond or have gray or white hair on which resorcin is likely to leave a stain. It is advisable also not to spill the solution on the coat collar or other garments since it may discolor the fabric.

THANKS to the increased activity of the Federal Trade Commission, you have probably noticed a sudden toning down of claims in the advertising of various hair preparations. The Commission has ruled that on the basis of scientific evidence there is no known preparation to be applied to the scalp which is an absolute cure for dandruff although it will permit claims that the application of various preparations will assist in removing loose scales of dandruff. Of course you can remove loose scales yourself with a hair brush or soap and water, so don't be taken in by the new advertising line, which implies much more than it is permitted to say.

For the benefit of those who would like to know something about actual products, here is a brief summary of various reports by the Federal Trade Commission and other responsible agencies.

Liquid Arvon. Found by the Chemical Laboratory of the American Medical Association in 1934 to contain arsenic (a substance to be carefully avoided in hair tonics). Several more or less severe cases of skin trouble were reported following its use.

Glover's Mange Medicine for the Hair and Scalp. The company admitted to the Federal Trade Commission that this product was composed chiefly of tar, sulphur, and crude oil. It agreed to stop claiming the product would "rid" one of dandruff, "promote" hair growth, or that the product was an anti-septic preparation that was an effective treatment for dry, oily, or falling hair.

Dermolav Liquid Scalp Peel and Dermolav Scalp Compound. The Federal Trade Commission charged that the Dermolav Laboratories made false and misleading claims that these two products would grow hair. The Commission also charged that Dermolav Scalp Compound was not a scalp food and that the Dermolav treatment was not a new method nor would it remove several causes for falling hair and baldness nor would it revive dormant hair roots and cause a new growth of hair.

Fitch's Dandruff Remover Shampoo and Fitch's Ideal Hair Tonic. Both found by Consumers' Research to contain arsenic—a substance to be avoided in hair tonics.

Olivo Hair Tonic. Found by the Food and Drug Administration to consist essentially of denatured alcohol with an oil such as castor oil and small amounts of glycerin, resorcinol, perfume, and coloring matter. It was found to be misbranded in that it claimed to contain genuine Italian Olive Oil which was not found and that its application would prevent and eradicate dandruff, when such was not the case.

Pro-Ker. Reported by the Federal Trade Commission to be essentially water with small amounts of Glauber Salts, fatty oils, soap, oil of lavender, sulphonated oil, and traces of potassium, arsenic, and chloride. The Commission charges that advertising claims made for the product were false and misleading since it was not a competent treatment for dandruff and an individual by using it would not "rid," "end," "correct," or "cure" any hair troubles or scalp disorder.

Siroil. Reported by the Federal Trade Commission to be essentially an emulsion of water and mineral oil, with other ingredients, which the Commission charged was not a competent and effective treatment, remedy or cure for psoriasis and dandruff as claimed.

Vaseline Hair Tonic. Found by Consumers' Research to consist essentially of mineral oil. In an action brought by the Federal Trade Commission the manufacturer promised the Federal Trade Commission to discontinue advertising that this product was a competent treatment for dandruff unless the claims expressly limited its action to removing the loose scales of dandruff and helping to prevent the appearance of loose scales when used regularly in accordance with instructions.

Vicks—"Patent Medicine"

PROMOTION WITH A NEW TWIST

NUMEROUS inquiries from physicians and laymen have come to the Bureau of Investigation concerning a nine page report headed "To the Women of America" and appearing on the stationery of the "Women's National Institute—Sponsored by Eighteenth Annual Women's National Exposition of Arts and Industries," 247 Park Avenue, New York City. The letter is signed by Mrs. Gertrude E. Fox, Chairman. The stationery contains an exhaustive list of "Members National Advisory Committee." The names listed include those of many prominent persons. The subject matter of the report is the "Common Cold." One paragraph reads as follows:

"In rendering this report, we make grateful acknowledgment to Dr. C. C. Pierce of the United States Public Health Service, Dr. Yale Kneeland, Jr., College of Physicians and Surgeons, Columbia University, and Dr. John Staige Davis, Jr., noted New York physician, all of whom participated in the Forum and the summaries of whose remarks follow herewith. We also investigated Common Cold Clinics conducted in various parts of the country. We found that important clinics, from the viewpoint of supervised numbers of individuals and groups, with duly recorded authenticated findings, were conducted in North Carolina. We have studied the reports of these clinics and found them to be impressive and instructive."

The North Carolina report which is referred to contains the following as a part of the instructions given by supervising physicians:

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"At the first snuffle or sneeze, use *Va-tro-nol* at once, just a few drops, up each nostril."

"At night massage the throat, chest and back with Vapo-Rub . . ."

Obviously, this is insidiously concealed advertising for the various Vick products. The same report is apparently the basis of a direct advertising program, as evidenced by the advertisement on page 52 of the *Ladies' Home Journal* for February 1939.

The Bureau of Investigation answers inquiries concerning these two preparations as follows:

Vicks VapoRub.—The state chemists of Louisiana reported some years ago that this is essentially yellow petrolatum with camphor, menthol and oils of thyme, eucalyptus and turpentine. In other words, it is a mild counter-irritant, taking the place of the old farm remedy of turpentine and lard, or coal-oil and lard.

Vicks Va-tro-nol.—We understand that this is essentially a mixture of menthol, camphor, eucalyptus and other aromatics, with a small amount of ephedrine in a mineral oil base, but as no quantities are given, the information does not mean a great deal. These drugs are, of course, common ingredients of "nose drops," and so there is nothing new or wonderful about the mixture.

In view of the inclusion in this presumably unprejudiced report of recommendations for these proprietary medicines, inquiry was made of the physicians whose names were mentioned. Dr. C. C. Pierce of the United States Public Health Service was not aware of the combination of an abstract of his material with the report from North Carolina exploiting the Vick preparations under the auspices of the Women's National Institute. He states:

"In the talk I gave, nothing was said about the treatment of colds, but after several talks by various doctors on the common cold, the invitation was given to ask questions. In answering these questions, I distinctly advised against the use of any sprays or gargles, or applications of so-called remedies."

Dr. Yale Kneeland Jr. stated in reply to an inquiry:

"I spoke first, and discussed the general subject of the pathogenesis of the common cold, its etiology, etc. During the questions which were asked after I had finished, there were a good many which related to therapeutics. I was careful not to mention 'patent medicines' and most of my discussion of therapy related to the fact that it is very difficult to demonstrate that any of the alleged remedies or preventives commonly in use do any good. Mrs. Fox subsequently sent me a stenographic copy of my remarks, and I do not remember having seen VapoRub or Va-tro-nol mentioned in it."

Dr. John Staige Davis Jr. stated in part in reply:

"Since receiving your letter, I have looked over the folder which they sent to me. This part was not discussed at the meeting and was added following our talks. I am not certain, but I do not think that any reports from the North Carolina clinics on the Common Cold were mentioned at the luncheon. I had to leave as soon as I had finished speaking. I do know, however, that all the ladies at the luncheon were requested by Mrs. Fox, the Chairman, to ask no questions about any specific medicines, as that might be classed as advertising. . . . If you will read the reports, you will notice that I have stated to avoid excessive use of sprays in the early stages of a cold, as the pressure involved might tend to carry the infection of a slight cold back into your throat and into the eustachian tube. It would hardly seem likely that the Vick Chemical Company would want to attach any of their advertising matter to such a statement as that."

The physicians assumed that they were addressing a lay audience interested in the subject of the common cold. What of the sponsors: the Women's National Institute? The Women's National Exposition of Arts and Industries appears to be a device for scheduling expositions of items of interest to housewives. Manufacturers are given the opportunity of obtaining space in the exposition, and it would seem, therefore, to be largely a means of advertising the products of those who purchase exhibit space. This is the organization which, in turn, gave rise to the Women's National Institute.

North Carolina is, of course, the home state of the Vick

Chemical Company. The section of the form letter headed "Report of the North Carolina Clinics on the Common Cold" gives a list of the hospitals and schools in which the clinics were held. A tabulation of the number of individuals studied and the instructions which were given are quoted in this brief abstract of the work that was done. Yet there is no indication of the sponsorship of these clinics nor is there any evidence as to why the medical institutions concerned studied the Vick products or instructed patients to use them.

Much of the material contained in the summary and the recommendations is satisfactory, but the obvious purpose of the whole performance was the ultimate recommendation for the use of these proprietary medicines. Having secured by this circuitous technic what appears to be scientific sponsorship for the products concerned, the next step was circulation of this leaflet. For this purpose a double-barreled shotgun was employed. The first barrel was released "To the Women of America," particularly leaders of women's organizations, urging "that they present it to their organizations at an early date." The second was released "To the Educators of American Youth." In one instance the latter was distributed without first obtaining the opinion or advice of the school medical department.

The magazine advertising is more direct—"Vicks Plan may do less for you than it did in the clinical tests. On the other hand it may do even more! . . . Every package . . . includes . . . directions for following Vicks Plan."

The ingenuity of American promotional and advertising agencies is proverbial. The effort here described may be admirable as a new departure in advertising technic; as a means of enlisting reputable organizations in the promotion of proprietary preparations by giving a semblance of scientific and ethical sponsorship, it can only be condemned.

Hocus Focus

By
PERCIVAL WILDE



VIII—The Lens-Shade

THE two preceding articles have touched on the phases of lens construction, advertising, and marketing which are of most interest to amateur photographers. The subject is far from exhausted, and I hope to deal with other angles of it in the future.

In the present article, however, I wish to discuss the least used, generally the most overpriced, and, in the opinions of all serious workers, the one indispensable accessory: the lens-shade.

Speaking broadly, a lens-shade may be described as a tin can which has gone high hat. Well-made, filled with chicken okra or oxtail soup, as you may prefer, it will cost you a dime; only slightly better made, conical, lacking a top and most or all of a bottom, and painted a genteel dead black inside, it will set you back anything from 75 cents to three dollars, four dollars, or five dollars, even up to \$17.75. In others words, the can, containing a few cubic inches of circumambient American atmosphere, will dent your pocket-book nearly as severely as if it were filled with Russian caviar—and while the ambitious photographer can get along without the one, he ought not try to get along without the other.

I have seen, as you have seen, amateurs shooting roll after roll of film in dazzling sunshine. I am writing these lines in Florida, not far from a city whose leading news-

paper is given away gratis on days when the sun does not shine, and where the light, during most of the day, is so intense that only the more expensive cameras have shutters fast enough to deal successfully with the ultra-sensitive "press" films—except at moments when the sky is heavily overcast. Bear in mind that with such films the correct exposure for a group on the sand, bathed in blinding light, is $1/2000$ of a second at $f:16$ —or $1/8000$ at $f:8$ —or $1/32,000$ at $f:4$. (I am relying for my own use on emulsions which were considered fast a few years ago and are now relatively slow.) When I make an outdoor portrait of any friend over forty, I mention in passing, I like to open the lens diaphragm, speeding up the shutter to compensate, thereby achieving softness, not too great intimacy with lines, wrinkles, and crow's-feet, and some expectation that the friendship will last; and I never take any photograph, even in the half-lights which I prefer, without a lens-shade. But not a day goes by that I do not see some minimaniac pointing a lens in almost any direction, and never a week passes that one of the fans does not, in dismay, show me negatives all but ruined by halation and fog.

THERE can surely be no simpler gadget than a conical tube made of any convenient material, whose sides are at an angle of 60 degrees and well blackened inside, and whose small end is a good slip fit to your lens-barrel. There can also be no conclusion simpler than that such a tube will not interfere with the subject matter you wish to include in your composition while preventing extraneous direct and reflected light from the sides, the top, and the grass, snow, sand, or water beneath from entering the lens and behaving like a bull in a china shop. Yet the prices of factory-built shades remain, for the most part, at levels representing ten to twenty times the cost of manufacture, and the amateur does without them because they are so dear.

Do you wish to convince yourself what a lens-shade will do for your pictures? Then stand in the open on a bright, sunny day, find a friend who will pose at a distance of twenty feet, walk around him so that your lens is directed in turn to the four cardinal points of the compass, and make four exposures. Pick an hour at which your friend's shadow nearly equals his height: nine in the morning or three in the afternoon. Build, borrow, or buy a lens-shade of the proper size, attach it to your lens, and make a second series of four identical exposures. Remember to increase exposure when shooting in the direction of the sun, or you will get an excellent likeness of the background and only a silhouette of your friend.

And then develop the eight negatives identically, or send them to the corner druggist (who develops everything identically), and compare the results.

IN the photographs with the sun at your back, that made with the help of the shade will be somewhat more crisp and somewhat richer in shadow detail than the other; and any lingering doubts on the subject will be resolved if you will place both negatives in an enlarging machine and "blow them up" half a dozen diameters. In the photographs at right angles to the sun, the differences will begin to be striking. Finally, in the last pair, made with your camera aimed in the direction of the sun itself, the difference will be so great that one negative will hardly be worth printing, while the other, if you have never before dared press the button with the sun facing you and if you have now been brave enough to give an ample exposure, will reveal to you the artistic and challenging possibilities of this kind of photography. In a previous article I analyzed, from the point of view of lens opening, the excellent prints included in the current issue of the American Photographic Annual. I have glanced again at the out-of-doors photographs reproduced

in that volume. Of some four dozen such pictures, landscapes, seascapes, and action shots, the shadows in a clear majority show that the sun was in the semi-circle facing the lens.

IN its most elementary form, the lens-shade is a cone, and I have amused myself for years by demonstrating how easily a satisfactory gadget might be constructed. A few sheets of stiff paper may be wrapped, glued, and trimmed into the desired shape. A brushful of one of the commercial "dead black" paints, Moore's Utilac, for example, will give the necessary non-reflecting inside finish, and the brand mentioned is a "deader" black than some of the photographic paints sold as "dead black" for several times the price. If you must have a swanky external finish, wrap the tube with celluloid, cementing the seams together with acetone, though with a less showy wrapping of tape, the paper tubes will fold flat, and can conveniently be carried in the pocket.

A bakelite drinking cup, costing ten cents, made another shade. I clipped away the base until I had the desired fit, smoothed it down, reinforced it with adhesive tape, and was careful not to infringe upon a 60-degree angle measured outward from the lens, or part of the negative would have been vignetted into nothingness.

An aluminum cocktail jigger—also ten cents—made an effective shade for a miniature camera after a minor operation in which an emery wheel removed the base and part of the small end, and a touch of paint dealt with the interior. The outside remains shiny—without any of the costly factory labels.

IN justice, however, to the occasional bargains which the dealer offers, I express the personal opinion that not one of the preceding should compete seriously with the re-

cently introduced rubber lens-shades, which could not be lighter nor more easily carried, and which, at fifty to seventy-five cents according to size, may be considered acquisitions by the amateur.

For more serious photography the shade may well open more than 60 degrees and may be stopped down to that angle at its larger end by a disc with an accurately cut round or square opening. Without such a disc, reflections cannot be totally eliminated, and while ready-made shades of such design are to be had, the amateur who so desires can apply the same principle by fitting a paper cornucopia with a suitable disc at a cost of almost nothing.

Since a shade is as necessary with a filter as without, the manufacturers are vying with each other in turning out assemblies consisting of filter-mounts which may be attached to lens-barrels, after which shades may be attached to the mounts. But after a careful examination of the devices on the market, I have found unmounted glass filters, whose edges are protected with a wrapping of cellophane tape, and which can be thrust into the throat of a less pretentious collapsible shade, both a better and a less expensive solution.

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Selling Vitamins

When certain of the discoveries relative to the presence of vitamins in the food became generally known, enterprising exploiters immediately conceived the idea of "selling" vitamins to the public. You have doubtless noticed the tremendous increase of vitamin preparations on sale in the drugstores. They are extolled as sure cures for most of the ills of which medical science knows. They use scientific data in a very loose fashion to substantiate their claims. What they do *not* tell you is that most green vegetables and fruits, as well as good old-fashioned food such as milk, butter, and eggs, contain a liberal supply of vitamins at no extra cost. Indeed, there is no real reason, in the absence of an actual disease, why the concentrated vitamins should be fed to anybody. It is certainly more natural and much safer to eat fresh vegetables and fruit than to attempt a short cut to health by taking some patented preparation containing far more vitamins than can be sensibly used.

—*How to Conquer Constipation*, by Dr. J. F. Montague. J. B. Lippincott, N. Y.

Little Digests

By

ROBERT S. KNERR

THERE is gnashing of teeth in New Orleans over a loophole in the retail price-fixing rules there—a chain drug company using a “club plan” for selling drugs and cosmetics. *Coty* face powder, for instance, is “priced fixed” at a dollar, but the chain offers it for seventy-five cents down and five cents a week for five weeks. The unusual aspect of the idea is that the plan is applied only to certain articles and there is no apparent way to collect the balance. Price fixers are threatening court action unless full “Fair Trade” prices are charged at the time of purchase.

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THE statement of active ingredients that must be on the new drug and cosmetic labels under the new Act will be a boon to retailers like Macy's, who carry private brands and like to compare the ingredients and quality of their products with nationally advertised brands. New products will have to come right out in the open, and the consumer will know what he is getting without waiting for somebody to make a difficult and expensive organic analysis.

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JOHN W. FRAZER, new president of Willys-Overland, Inc., says, “I believe that the type of car that Willys-Overland manufactures [small, low-priced] represents the brightest spot in American business.” Quite possibly, Mr. Frazer, but wouldn't efforts on the part of the auto industry to develop motors that would give the greatest possible mileage and run well on low-octane (“third grade”) gasoline be a “bright spot,” too?

PHOTOGRAPHIC DEALER, discussing check troubles of merchants, makes a valuable suggestion: "Where a businessman is asked to cash a check, his only safe protection . . ." against forged indorsements "is to insist that the payee of the check indorse it in his presence." A merchant cashing a check with two or three indorsements in case of trouble is likely to have the burden of proving that the person who signed the payee's indorsement had the authority to do so.



PEOPLE who loan their china for church suppers, etc., can guard against confusion by marking the dishes with aluminum. A piece of aluminum wire or a stick of the metal that can be handled as a pencil will make an indelible mark that cannot be entirely erased by heat, acid, or alkalies. The writing surface must be entirely free from grease—washing with ammonia is recommended. The surface must be left wet with ammonia to insure a permanent marking.



A NEW "water repellent" has come out of the du Pont laboratories. Named "Zelan," the new treatment is supposed to preserve the original freshness and attractiveness of textiles through long wear. Chief claims made by du Pont are: "1. that its effect lasts through repeated cleanings; 2. that Zelan-finished goods are porous to air; 3. that it shows higher resistance to staining by tomato juice, ink, shoe polish, and other liquids than older water repellents." How about highballs?



THE law in its majesty has moved again. The cases of *The U. S. vs. 11 One-Quart Bottles of Vanilla, Vanillin, and Coumarin Flavor*; *The U. S. vs. 286 Boxes of Noodles*; and *The U. S. vs. 365 Cartons of Macaroni Products*, have all been won by The People. The offending products, "no claimant having appeared" in each case, were condemned. The fact that the products and not the manufacturers were accused means that, under the old Food and Drug Act the manufacturer could go his merry way as long as he could afford to have an oc-

casional or random shipment seized and condemned. In June, no doubt, when the new Act takes effect, we may hope for a change in this procedure.



HILDEGARDE FILLMORE, style and beauty editor of *McCall's Magazine*, has a new mission for cosmetic salesmen. She says, according to *Drug Trade News*, that girls will not use expensive cosmetics to stay at home and listen to the radio, and manufacturers' sales will be in direct proportion to their ability to persuade girls to make men buy dinner jackets and take them out. Perhaps now we can expect to see cosmetic counters loaded with theatre programs, dance announcements, and World's Fair publicity.



A USED-CAR racket in New York City threatens to break the market in that city. It claimed that many used-car operators have been using classified ads to offer late model cars, particularly *Chevrolets*, *Fords* and *Plymouths*, at prices at least \$50 under what franchised dealers regard as "fair." New car dealers claim that prospects are lured to the premises by these ads and then are sold a more expensive car. *Motor* says that District Attorney Dewey has agreed to prosecute if actual fraud is unearthed.



DR. THURMAN B. RICE of the Indiana University School of Medicine once advised, instead of eating spinach, feeding it to cows and drinking the milk. Then comes a new angle, as reported in Department of Commerce and Industries, with a farmer complaining that his cow is as stubborn as little Junior—she just won't eat the stuff. Dr. Rice, who heartily disagrees with Popeye on the merits of spinach, now pops up with a much better idea. He says that if God wanted us to eat spinach, He would have flavored it with something—and He did flavor strawberries. As a dish of strawberries and cream contains more vitamins than a dish of spinach, I think most readers will agree that the good doctor has something there—please pass the strawberries!

Unreliable Testimonials

GOVERNMENT agencies generally place little confidence in medical testimonials. An official of the Food and Drug Administration who has investigated thousands of testimonials which have been used to further the sale of medicines states that such testimonials are practically worthless. He points out that some testimonials are given for pay of one kind or another; that some people give testimonials because they like to see their names or pictures in print; and that others are furnished with honest intent by people who think they have been benefited when, as a matter of fact, they have received no benefit at all.

The Post Office Department, in its investigation of countless medical frauds, has encountered surprising examples of testimonials furnished by well meaning, but ignorant laymen. Outstanding is the case of a man who sold through the mails a preparation consisting of a little sugar, salt, and water. It was offered to the public almost exclusively through testimonials from persons who believed that they had been cured by this mixture of almost every known disease and condition from bowlegs and flat feet to Bright's disease and diabetes. In another case, blind persons actually testified that they believed they were growing new eyes by means of a vegetable compound consisting of olive oil, water, and alcohol.

In many cases, a person recovering from an ailment will give credit to some medicine he has taken when in all probability he would have recovered without it, due to the natural ability of the human body to combat disease. Physicians are aware that the human body possesses an almost super-

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human wisdom which enables it to diagnose the presence of disease with uncanny accuracy, to throw up protective barriers to resist the invasion with remarkable rapidity, and to exert such healing powers that the odds are extraordinarily biased in favor of life as against death. These odds would be still further extended if people would use only reliable drugs put out by reputable manufacturers for those simple ailments where a home remedy or palliative may be safely employed, and seek treatment from competent physicians in all cases of serious or protracted illness.

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Laundry Certificates

"No national standards or grading systems are now in use which define or designate the quality of service sold the public under the name 'laundering.' Efforts have been made in some localities to set up quality standards based on a minimum grayness of fabrics washed by the laundry process and a minimum decrease in tensile (breaking) strength of the fabric brought about by the bleaching agents used. So-called 'certification plans' have been started in New Jersey and in Pennsylvania under which laundries certified by the respective State laundryowners' associations are permitted to display special insignia adopted for the purpose.

"For example, in Pennsylvania—

"The certification of a laundry is passed upon by a commission of Pennsylvania laundry owners elected by members of the Pennsylvania Laundryowners Association. The issuance of certification is based on inspection of the plant by a chemist and the examination of test bundles run through the plants with the regular customers' work. To obtain the certificate, a plant must attain a certain average rating on both of these, and to continue to hold it must maintain these ratings both on frequent inspections and on quarterly test bundles.

"The bundles are tested in the laboratory for such qualities as loss in breaking strength during the laundering and amount of grayness of the fabrics. The testing and technical control involved in this work is done at Pennsylvania State College in cooperation with the State laundryowners' associations."

The Consumer Investigates

A Book Review

By

F. R. ALLEMAN

ONE of the interesting aspects of books on consumer topics is the widely divergent viewpoint from which different authors approach the problems. Messrs. ZuTavern and Bullock are concerned with the consumer as a social being who has to choose goals so that he may know his needs, and must train to meet them. Other authors, such as Messrs. Reich and Siegler in their *Consumer Goods*, insist on goods as the fundamental on which consumer training must rest.

I am reminded of a story father told of several former employees, one a skilled practical mechanic and armature winder, the other a graduate electrical engineer. Each had a healthy respect for the special abilities of the other. One day the engineer located some deep-seated trouble, which the

mechanic then remedied. Completing the job, the mechanic said, "Bill, the two of us together make one mighty good man."

The authors of *The Consumer Investigates** insist that consumer problems ultimately revert to "the standard of living which the consumer elects," and the introductory pages of the book are given over to a consideration of the goal of mankind. They say, "We must be careful not to mistake man's apparent change in living conditions for a mark of greatly increased intelligence or culture. None of us lives long enough to see whether civilization is progressing or retrogressing in culture, even when we can see civilization changing." Consumer training in the use of services and skill in buying are stressed rather than infor-

* *The Consumer Investigates*, A. B. ZuTavern and A. E. Bullock, The H. M. Rowe Co., Chicago. 1938.

mation on specific consumer goods. The well-known Harry Emerson Fosdick is quoted by the authors as saying, "A century ago the average man is said to have had 22 wants . . . ; today to have 484 wants." The real problem may not be, for example, what make of car should be bought, but whether a car is needed at all, or whether the money could be otherwise spent or saved to yield enduring satisfactions.

READERS who know something of commercial texts will realize that the authors are at home in this field. Chapters such as "Consumers' Money Management," "Consumers' Use of Banking Services," "What Consumers Should Know About Insurance," and "What Consumers Should Know About Law" are typical and show a healthy trend. Some years ago, commercial departments were attempting to turn out bookkeepers and stenographers. Today they are more interested in teaching information and skills for personal use. Other chapters on frauds, housing, consumer agencies, advertising, and shopping and buying

methods help to round out the book.

In general, *The Consumer Investigates* will find its greatest application in the study of business services. Adults will probably prefer to use it as a reference rather than attempt to read it from cover to cover, for it must be remembered that this is primarily a school text which will be most often used by the younger generation.

IN THE past few years there have been many striking changes in home financing. Government participation in cooperative home enterprises, in slum clearance, in agencies such as the Home Owners Loan Corporation and Federal Housing Administration have altered the picture greatly. In many sections, where building and loan associations and mortgage companies felt the full incidence of the depression, government intervention was particularly welcome. This book devoted considerable space to problems both of renting and home owning, and having been very recently published, affords timely, up-to-date information.

The discussion of the Federal Housing Administration quotes a $5\frac{1}{2}$ per cent interest and insurance rate, which might easily be misconstrued. If memory serves me right, the $\frac{1}{2}$ per cent insurance charge is figured on the original face of the mortgage and is not cut down as the mortgage is paid off. For this reason the cost of borrowing averages more than $5\frac{1}{2}$ per cent. Service charges are abolished, as stated, but this does not include elimination of the cost of appraisal, search, recording, etc., which are borne by the borrower and may run, as they have locally, from \$60 to \$75 or more per transaction.

THE authors evidently caught the book proofs just as the new Food, Drug, and Cosmetic bill was enacted into law, as there is a footnote on this Act. Consumer activities and legislation are moving at a quicker tempo than formerly, and the latest texts are in some respects quickly outmoded, so that the well-informed consumer will

have to look to current publications, such as *Consumers' Digest*, to keep abreast of the times. Chapter IX, "Agencies Aiding the Consumer," brings together considerable information in compact form, and the newcomer in consumer study will be particularly benefited by reading it. On March 5, Macy's published an advertisement in the *New York Times* commending Vermont on its stand in killing a price maintenance bill. The authors comment on similar bills which became laws in other states and which raise the prices consumers have to pay for goods.

We believe that *The Consumer Investigates* will find active use in many consumer courses, particularly those in commercial departments. Whether they will welcome the intentional omission of references, which can be secured separately, still remains to be seen. The book will doubtless also find considerable use as a reference text in courses emphasizing consumer goods which need to be rounded out by a study of services.

ELECTRIC TOASTERS

A vintage-style illustration of a manual electric toaster, shown from a slightly elevated front perspective. It has a rectangular body with a hinged top and a small handle on the side.

Toasters range in price from \$3 to \$16.

Buying points to observe:

1. Frame strong enough to hold its shape.
2. Sides which work easily for holding toast.
3. Sides which do not touch the table when lowered.
4. Sides which turn the toast over when lowered.
5. Heat-resisting handles and knobs comfortable in size.
6. Bottom of toaster smooth to protect table top.
7. Ease in cleaning.
8. Element which toasts bread evenly.
9. Flat top large enough to lay toast on to keep it warm.
10. Non-tarnish metal.
11. Automatic heat control—turns off when each slice of toast is done.
12. Size of toaster. Size of family determines whether the toaster should hold one, two, or four slices. One which toasts two slices on both sides at the same time is the same as a four-slice toaster which toasts only on one side at a time.
13. Price increases according to amount of design on toaster, quality of materials used, and conveniences provided.
14. Guaranty of heating element.

Reprinted from Extension Circular 27, *Buying Electrical Equipment*, published by the Extension Service, State College of Washington, Pullman, Washington

Selecting A Good Clock

By

F. J. SCHLINK

IN OVER 100 years of clockmaking only moderate improvements in the art of clockmaking have been made. Indeed, the spring-wound clock with pendulum or balance wheel which the average consumer is likely to buy today will probably have less timekeeping accuracy in fact than the spring- or weight-driven clock purchased by his great grandfather for the hall or the parlor mantel. The old clocks were made with pendulums, and when the pendulum was rather large and long, it made a surprisingly good regulator or controller for accurate timekeeping. The newer clocks of the non-electric variety tend to be made with balance wheels (of the uncompensated type), and the works throughout are of rather crude construction, making neither for accuracy nor long life.

Picking a Good New Clock

If you are going to buy a clock, and you wish a new one, remember that American clocks, except in the fine clock class as sold by Tiffany Co., Marcus & Co. of New York City, Bailey, Banks & Biddle of Philadelphia, and other highly reputable high-priced jewelry firms, and by Chelsea Clock Co. of Boston, are on the whole not of as good construction as the better foreign makes. Deficiencies in construction of a clock will affect both its regularity of timekeeping and life. For a new spring-wound clock that will keep fine time, you can expect to pay \$50 or more, with a

normal price, perhaps, somewhere between \$50 and \$100. A handsome case may bring the price up to \$200 or \$300.

Good clockmakers, except of early American clocks (often bought because they are native antiques rather than for their good timekeeping), do not use cheap dials of paper or painted metal. Porcelain dials enameled on metal of the kind that used to be standard on watches are the preferred sort, and these will remain perfect, clean, and white for many years. As a matter of fact their life, like that of fine glassware, is almost permanent, short of an accident. Paper dials mounted on metal, as in alarm clocks and ordinary mantel clocks, are likely to have a short life. Dials painted on metal are fairly satisfactory. Good movements tend to have a notably quiet tick. A noisy tick, in general, goes with crude workmanship and often with mass-production methods.

The finest clocks will strike the correct hour without being "struck around." Cheaper clocks and most American clocks require some attention, if they have stopped, to be sure that the hour struck is that corresponding to the position of the hands. With a fine clock, the hands may be set forward rapidly to the correct hour without waiting for the strike on every hour and half or quarter hour.

Be sure to observe the movement. A fine movement has beautifully polished plates, wheels, and spindles. If the plates in which the pivots of the wheels turn are thick, the clock is likely to be a good one. Cheap clocks have thin plates because they are cheaper to manufacture that way. In a fine clock movement, there will be evidence of hand-fitting and hand-polishing and often nice, mechanically ingenious and costly provisions for adjustment and repair. In the cheaper clock movements, especially those assembled in mass production, the parts will be stamped and somewhat crude in finish, and a minimum of provision will be made for adjustments to correct for the effects of wear.

Picking a Good Secondhand Clock

For the person with some knowledge of clocks or even a general appreciation for good workmanship or finish, there are many arguments for buying a good secondhand clock instead of a poor new one. An ordinary new mantel clock may cost \$15 or \$25. When grandfather bought a clock, especially one of those which was good enough to be preserved for posterity and is in running order at the present time, it was likely to have been bought as a lifetime investment, and he may well have paid the equivalent of \$100 or even more for it. At such prices, the best of materials and workmanship were used. There was no temptation to cut corners.

In the typical modern household clock, the movement is cheaply made, and the case constitutes a considerable proportion of the total value. In the finer old clocks, the value of the movement was a larger proportion of the total, because in earlier times people appreciated durability and bought things to last. Thus in the older clocks the wheels and pinions were not only better finished but were actually made thicker or longer so that they might wear many years.

The fine polish which was put on wheels and pinions in older times was not merely a matter of the craftsman's pride in his work but actually brought about better time-keeping by reducing friction and the rate of wear. It also reduced the effect of hardening and gumming of oil, making the clock's action less dependent upon the condition of the lubricant. Thus the typical fine old clock, especially of the type and design commonly known as "French clocks," if in good repair, will still be good for several times as long a future timekeeping life as the average cheap modern clock bought new today.

Secondhand French Mantel Clocks

French mantel clocks, particularly those with the finer-

finished movements, were often put into cases of remarkable beauty and finish. A surprising number of such ornamental clocks with fine cases and beautifully made works are still to be found in "auction rooms" and similar shops specializing in objets d'art in large cities. They can be purchased for as little as \$10 to \$25 and cheaper still by those who have mechanical sense to know a bargain even when its apparent physical condition or the condition of its case, due to dirt or discoloration, is not attractive.

As was noted, for a really fine new balance-wheel-type of striking clock you may have to pay between \$50 and \$100. If you will pay as much as \$20 to \$40 for a secondhand clock of equal or better quality, you might well consider purchase of a secondhand French "carriage" clock. These have balance-wheel movements similar in workmanship to watch movements, though considerably larger, usually enclosed in a glass-sided case. Like watches they have a quiet tick and can run in any position. Of course, they do not need to be leveled carefully as pendulum clocks do. They also strike the hours and half hours—sometimes the quarter hours also—and have a repeater attachment (by which they strike the hour, or half or quarter hour when a button on the top of the clock is pushed). Many of them are also equipped with an alarm which rings on either a small bell or a pleasantly toned gong.

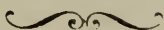
Because of the very small and nicely made movements which these clocks have, they commonly have a very quiet tick, hardly louder than that of a man's watch. This feature makes them excellent as bedroom clocks. Their cases framed in gilded brass are usually glass so that the movement can be seen from all sides except the front, and they have porcelain dials, sometimes beautifully ornamented.

It is well to note that these clocks, having had an extensive vogue at one time, have been widely imitated, and there are many glass-sided, brass-case clocks which have

movements no better than any cheap alarm clock. Such movements, however, are easily distinguished from the high-grade movements as usually not having the striking gear and being almost always without the alarm and especially the "repeater" features already described.

Provisions for Repairs

In buying secondhand clocks, avoid one which shows by the marks of scratches or defacement by work with tools that it has been taken apart frequently or repaired by an unskilled or careless craftsman. If possible, buy a secondhand clock which is in running order, not necessarily in good running order, because most of the faults in a fine clock can easily be corrected. Then, if you are not yourself familiar with clock values and the cost of repairs probably required, have the seller estimate the cost of cleaning it and putting it into first-class guaranteed running order and have that amount included in the purchase price. In this way the experienced buyer can minimize the risk he must necessarily take.



You Always Get What You Pay For (?)

Merchandisers have gone to great lengths to convince the public of the truth of this statement. From our . . . discussions, it would appear that one may properly be critical of it. How may one summarize the correct situation regarding the question of price and quality? Barring special occasions such as genuine sales, we usually do not get quality without paying for it. The important thing seems to be that, in our present system of distribution, the fact that we do pay for a given quality is no guaranty that we will get it.

—*Psychology of Everyday Life*,
by Walter C. Varnum, Ph.D.

AUTOMOBILES OF 1939

ALTHOUGH some improvements have been made in this year's automobiles, as indeed would be bound to be the case in any year, there is still very much left to be accomplished in safety, comfort, economy, and styling.

So far as economy is concerned, the situation will improve only as the consumer demands and buys a car with lower horsepower, which he did not do in 1938 — chiefly, perhaps, because only one manufacturer offered him a choice between a high-and a low-horsepowered car of about the same body size. There appears to be no doubt that the majority of

consumers desire more economical performance.

A national survey on consumers' ideas of present-day cars made by a commercial market survey agency, Facts, Inc., showed that "the sorest point with the automobile consumer today is lack of economy in gasoline consumption. Next to that in the order named come visibility and durability." The replies from all of the owners of low-, medium-, and high-priced

cars who participated in this survey showed they were getting an average of 25 per cent fewer miles per gallon than they thought they ought to get (and, indeed, easily could

EDITOR'S NOTE: This brief article is intended to assist the prospective automobile buyer who merely wants a tip from unbiased, expert technicians on which car to buy. There has been no attempt to duplicate the extensive discussion by Consumers' Research of the merits of various features of the new cars and automobile accessories. Consumers who are interested in such details will need to subscribe to Consumers' Research in order to obtain their February *Automobile Bulletin*. Consumers' Digest cannot undertake to answer queries from those who seek fuller information on this subject.

Condensed from a Consumers' Research Bulletin

have gotten if cars had been designed for operating economy).

Gasoline and Oil Consumption

TESTS of the gasoline and oil consumption of five of the low-priced cars—*Chevrolet*, *Ford 85*, *Ford 60*, *Plymouth*, and *Overland*—were made for Consumers' Research. Preliminary runs for gasoline consumption were made at a speed of 30 miles per hour. The cars were then taken to their official sales and service agencies with the request that their carburetor and spark adjustments be checked for best performance

and fuel economy.

Oil consumption of four of the five cars (1939 *Chevrolet*, *Plymouth*, *Ford 85*, *Ford 60*) showed considerable improvement over previous models. The largest increase in miles obtained per quart of oil was in the case of the *Chevrolet*, which showed an increase of about 60 per cent over last year's model. It is important to note that the findings in the table are based on the actual mileage run and speeds attained during the tests and not on the speedometer and odometer readings, which were found to be somewhat inaccurate.

Gasoline Consumption

Nominal speed in miles per hr.	<i>Overland De Luxe</i> Sedan miles per gal. of gas	<i>Plymouth</i> Sedan miles per gal. of gas	<i>Chevrolet</i> <i>Master De Luxe</i> Sedan miles per gal. of gas	<i>Ford 85</i> <i>Standard</i> Sedan miles per gal. of gas	<i>Ford 60</i> <i>Standard</i> Sedan miles per gal. of gas	<i>Ford 60</i> <i>Standard</i> Sedan 2nd test* miles per gal. of gas
10	19.8	17.5	15.8	17.5	17.6	17.4
20	26.2	20.4	20.1	19.3	19.8	21.6
30	27.2	20.6	20.4	19.6	20.2	22.1
40	26.7	19.7	19.6	18.8	19.5	21.4
50	24.9	18.3	18.2	17.7	18.0	19.3
60	22.1	16.8	16.1	16.3	16.7	16.6

Oil Consumption

<i>Overland</i>	1670 miles per qt. of oil
<i>Chevrolet</i>	1180 miles per qt. of oil
<i>Plymouth</i>	990 miles per qt. of oil
<i>Ford 60</i>	880 miles per qt. of oil
<i>Ford 85</i>	830 miles per qt. of oil

* To give the *Ford 60* the benefit of any reasonable doubt, a second test was made after a Ford mechanic had replaced the carburetor with a new one from stock, adjusted to his satisfaction.

Depreciation or Trade-In Values

THE estimated depreciation to be expected the first year, as given in the listings, represents the difference between the original New York delivered price of the most nearly comparable 1938 car and the retail sales value on *that* car turned in as a used car, as given in the *Blue Book, National Used Car Market Report* of November-December 1938. Due to price shifts each year and the fact that some of the comparable cars of each preceding year are sold at considerably different prices, the depreciation figure alone might be misleading; therefore, a percentage depreciation figure, which comes nearer to expressing correctly the real depreciation relationship of each car, is also given, in italics, below the depreciation in dollars. 1938 was a poor year for sales of new cars. The sales of used cars decreased, too, and the result of this decrease is evidenced in the increase in the average per cent depreciation figure from 33 per cent in 1937 to about 40 per cent in 1938.

THE amount of money which can be obtained from the various available dealers on the car to be turned in is often the deciding factor

in the purchase of a new car, and probably nearly as often as not, the consumer's decision is a wrong one. The following is offered as a suggestion for those who do not mind working a bit of arithmetic to save a substantial sum.

Let us consider a turn-in on the recommended cars in the listings. Subtract the turn-in value offered in each case from the delivered price of the new car, which will give the net amount " x " to be paid the dealer to purchase each new product. The delivered price of each new car minus the expected depreciation shown in the listings will give the owner's expected "equity" at the end of the first year. From this figure of expected equity, subtract the amount " x " now to be paid the dealer. If the turn-in is high (on one- or two-year-old cars), this value will be plus; if low, minus. Care should be exercised in order to have the correct sign. If the equity at the end of the first year is larger than the amount paid the dealer, the sign is plus; if smaller, minus. If signs are negative for all of the cars to be compared, it is clear that the smallest negative number is the best buy economically and, of course, the largest positive number always goes with the best buy.

The recommended car of the next best investment value may be selected if it is felt by the buyer that the personal appointments or conveniences are worth the difference calculated by this method.

THE cars listed are the lowest-priced four-door sedans (except the *Bantam*, which is two-passenger coupe). With the *Plymouth*, *Chevrolet*, and *Ford*, it was thought advisable to include the deluxe models also. The price groups are set down in the table which follows in which recommended cars are rated *A*. The delivered price quoted for each car was secured in New York City and should be

representative of the prevailing prices for a large part of the United States. The prices, and in some cases the details of specifications, cannot be guaranteed, however, on some makes and models because of changes which occur, often without announcement to consumers, after production is under way and during the preparation and printing of the *Bulletin* from which these ratings are taken.

Only those cars which were recommended by Consumers' Research have been listed. Those rated *B. Intermediate* and *C. Not Recommended* have been omitted. The price subdivisions into which the cars are grouped are:

Group 1	\$ — \$ 399
Group 2	 560 to 665
Group 3	 689 to 726
Group 4	 745 to 806
Group 5	 840 to 866
Group 6	 889 to 930
Group 7	 952 to 970
Group 8	 985 to 1010
Group 9	 1043 to 1095
Group 10	 1110 to 1360
Group 11	 1543 to 1680
Group 12	 2035 to 2090
Group 13	 2595 to 2995
Group 14	 4155 to 5140

CAR	Price at Factory Delivered \$	Extra for N Y. C. Delivery \$	Max. Rated Horse- power at stated r.p.m.	Wheelbase, Inches	Over-all Length, Inches	Weight, Lbs.	Brake Factor	Estimated Deprecia- tion, \$ and %
Price Group 1								
<i>Bantam (2 Pass. Coupe)</i>	399	30	20 at 3900	75	129	1270	49	130 31%
Price Group 2								
<i>Ford 60</i>	665	77	60 at 3500	112	184	2623	48	262 35%
Price Group 3								
<i>Plymouth Roadking P7</i>	726	54	82 at 3600	114	193	2839	40	245 32%
<i>Ford V-8 85</i>	705	78	85 at 3800	112	184	2850	45	267 34%
<i>Chevrolet 85 Master</i>	689	74	85 at 3200	112	190	2870	44	241 31%
Price Group 4								
<i>Ford V-8 85 De Luxe</i>	765	79	85 at 3800	112	189	2898	44	258 31%
<i>Plymouth De Luxe P8</i>	791	56	82 at 3600	114	193	2919	39	294 34%
<i>Chevrolet Master De Luxe</i>	745	74	85 at 3200	112	190	2930	43	257 31%
Price Group 5								
<i>Dodge D11</i>	855	71	87 at 3600	117	198	2960	42	327 34%
<i>Pontiac Quality 6-25</i>	866	44	85 at 3520	115	190	2995	40	●
Price Group 6								
<i>Pontiac De Luxe 6-26</i>	922	46	85 at 3520	120	196	3160	38	303 37%
<i>Oldsmobile 6-60</i>	889	63	90 at 3200	115	189	3000	39	●
<i>Mercury 8</i>	930	100	95 at 3600	116	195	3013	43	●
Price Group 7								
<i>Studebaker Commander 6-98</i>	965	60	90 at 3400	116	196	3200	38	406 37%
<i>Oldsmobile 6-70</i>	952	86	95 at 3300	120	198	3180	38	409 38%
Price Group 8								
<i>Buick 41</i>	996	92	107 at 3400	120	203	3482	38	339 31%
Price Group 9								
<i>Oldsmobile 8-80</i>	1043	102	110 at 3500	120	198	3340	40	480 40%

For explanation of abbreviations, and for footnotes, see last page of Tabulation.

AUTOMOBILES

Voltage Regulation	Front Wheel Suspension	Automatic Choke	Semi-Centrifugal Clutch	Generator	Brake Torque Equipment	Tires Overloaded	RATING	REMARKS
No	Conv.			NA	Yes	No	A	Lacks full-length water jacket.
No	Trans.			NA	Yes	Yes	A	6.00 x 16 (instead of 5.50 x 16) tires are recommended.
No	Sizaire			NA	Yes	Yes	A	1st Choice in Group for careful, moderate driver. 6.00 x 16 (instead of 5.50 x 16) tires are recommended.
No ¹	Trans.		Yes	NA	Yes	No	A	1st Choice in Group for owner who must drive hard and fast.
Yes	Conv.			▲	No	No	A	3rd Choice in Group.
Yes	Trans.		Yes	▲	Yes	No	A	1st Choice in Group.
Yes	Sizaire			▲	Yes	No	A	2nd Choice in Group See Footnote 2.
Yes	Sizaire			▲	Yes	Very little	A	3rd Choice in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	1st Choice in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	2nd Choice in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	Considered a good buy. Possibly 1st Choice in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	
Yes	Trans.		Yes	▲	Yes	Yes	A	See Footnote 4.
Yes	Delage	Yes		▲	Yes	Yes	A	Exceptional "roadability." Considered best buy in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	
Yes	Sizaire	Yes		▲	Yes	Very little	A	Lacks full-length water jacket. See Footnote 3.
Yes	Sizaire	Yes		▲	Yes	No	A	

CAR	Price at Factory Delivered \$	Extra for N. Y. C. Delivery \$	Max. Rated Horse- power at stated r.p.m.	Wheelbase, Inches	Over-all Length, Inches	Weight, Lbs.	Brake Factor	Estimated Deprecia- tion, % and
<i>Packard 6-1700</i>	1095	101	100 at 3200	122	196	3400	40	491 39%
Price Group 10								
<i>Chrysler Imp. C23</i>	1198	52	130 at 3400	125	207	3675	45	503 40%
<i>Studebaker Pres. 5C</i>	1110	57	110 at 3600	122	201	3440	40	508 40%
<i>Buick 61</i>	1246	64	141 at 3600	126	209	3782	40	518 39%
<i>LaSalle 39-50</i>	1320	139	125 at 3400	120	202	3740	44	594 39%
<i>Packard 8-1701</i>	1295	103	120 at 3600	127	200	3605	42	518 37%
<i>Lincoln Zephyr 12</i>	1360	118	110 at 3900	125	210	3620	38	550 37%
Price Group 11								
<i>Buick 87</i>	1543	69	141 at 3600	133	219	4247	36	679 40%
<i>Cadillac 61</i>	1680	124	135 at 3400	126	207	3770	43	1154 51%
Price Group 12								
<i>Buick 91</i>	2074	76	141 at 3600	140	225	4568	40	957 43%
<i>Cadillac 60S</i>	2090	190	135 at 3400	127	215	4110	43	●
<i>Packard Super 8-1703</i>	2035	200	130 at 3200	127	202	3930	50	1475 48%
Price Group 13								
<i>Chrysler Cust. Imp. C-24</i>	2595	71	130 at 3400	144	225	Not available		1210 51%
<i>Cadillac 75</i>	2995	350	140 at 3400	141	225	4785	47	1130 36%
Price Group 14								
<i>Packard V12-1707</i>	4155	375	175 at 3200	134	223	5670	51	2185 49%
<i>Lincoln V-12</i>	5006	94	150 at 3400	136	213	5735	52	2226 44%
<i>Cadillac V16-90</i>	5140	460	185 at 3600	141	221	5105	44	2788 48%

NA Generator considered not adequate. ▲ Considered satisfactory.

● No depreciation figure available; there was no comparable 1938 car.
So-called "Independent Wheel Suspension" is noted as *Sizaire* or *Delage*.

Conv. Conventional Suspension.

Trans. Transverse Suspension.

MOBILES (CONTD.)

Voltage Regulation	Front Wheel Suspension	Automatic Choke	Semi-Centrifugal Clutch	Generator	Brake Torque Equipment	Tires Overloaded	RATING	REMARKS
Yes	Sizaire	Yes	Yes	▲	Yes	No	A	
Yes	Sizaire	Yes		▲	Yes	No	A	
Yes	Delage	Yes		▲	Yes	No	A	
Yes	Sizaire	Yes		▲	Yes	Yes	A	Lacks full-length water jacket. See Footnote 3.
Yes	Sizaire	Yes	Yes	▲	Yes	No	A	
Yes	Sizaire	Yes	Yes	▲	Yes	No	A	
Yes	Trans.		Yes	▲	Yes	No	A	One consultant would rate this car 1st Choice in Group.
Yes	Sizaire	Yes		▲	Yes	Yes	A	Lacks full-length water jacket.
Yes	Sizaire	Yes	Yes	▲	Yes	No	A	
Yes	Sizaire	Yes		▲	Yes	No	A	Lacks full-length water jacket.
Yes	Sizaire	Yes	Yes	▲	Yes	Yes	A	
Yes	Sizaire	Yes	Yes	▲	Yes	Yes	A	
Yes	Sizaire	Yes		▲	Yes	?	A	This car is equipped with "Fluid Drive."
Yes	Sizaire	Yes	Yes	▲	Yes	No	A	
Yes	Sizaire	Yes		▲	Yes	No	A	
Yes	Conv.		Yes	NA	Yes	No	A	
Yes	Sizaire	Yes		▲	Yes	No	A	

1 Available at extra cost. 2 Not considered as good a buy as *Plymouth Roadking*.

3 The frames of these cars do not extend back of rear springs, a disadvantage. It is understood Buick is now fitting suitable braces to carry impacts from rear-end bumps.

4 Little trouble should be experienced with this new car as most of its parts, including engine, have rendered good service in other models for several years.

Fresh Paint for the House

PERHAPS you are thinking of painting the house this spring. If so, the first question to determine is whether it really needs repainting. You should decide that matter for yourself because the paint dealer and the painter will usually urge you to paint it just as often as they can persuade you to pay for it. On the other hand, many house owners make the mistake of waiting until the paint coating is badly cracked, curling up at the edges of the cracks, and falling off in places before they think it time to repaint. Both practices are likely to prove unreasonably expensive in the long run.

Painting too often is bad practice because the old paint is not given time enough to wear away and become thinner, and the coating soon becomes too thick for good durability and starts to break up too soon. Waiting until the

old paint has broken up badly is bad practice because it costs more to scrape, sandpaper, and perhaps remove the old paint before repainting, and because the new job will neither look so well nor last so long over such a surface. Paint jobs should be spaced far enough apart to let the coating wear away appreciably but not far enough to let it crack, curl, and start to come loose. As a general rule an interval of four years between paint jobs is about right, although if the house is well shaded by trees or other houses the interval may often be extended to five years.

TO decide whether your house needs new paint this year the first thing to do is to look up the date of the last job in your records. The second is to examine the present condition of the coating carefully. If the last job was done only two or three years

ago, the coating should be in good condition except that it may be dirty. Dirt can be removed and the appearance brightened by having the house washed, which is much better than having it repainted too soon. Rub your fingers over the surface of the paint to see whether a powdery substance (some of the pigments in the paint) comes off on your fingers. This is known as chalking. You can tell the difference between dirt and paint chalk by the color. All good house paints begin to chalk within a year or so on the sunny side of the house, somewhat later on the shaded parts. Remember that chalking is desirable because that is how the coating should wear down. Chalking should continue for two or three years before it is time for more paint. If the paint is a colored one it will be somewhat faded when it has begun to chalk freely, but a good washing will often restore the color and is much better than repainting too soon.

Now examine the place you rubbed with your fingers to see whether the paint is chalking. You may find little fissures in the surface of the

coating. This is called checking. Many excellent paints develop checking within a year or two. If it is so inconspicuous that you did not notice it until you rubbed off the dirt and paint chalk, pay no attention to it. It means nothing to you even though the advertising writers use it to provide terrifying photomicrographs to persuade you to buy their client's paint, which does not check so soon but (they don't tell the rest of the story) cracks and curls badly later on.

SUPPOSE, however, you find that the last paint job is only two or three years old, but the coating is already breaking up or coming loose in places. You may find blisters that later on crack open and peel off. There may be conspicuous cracks in the coating that go clear through to the wood at the edges of which the coating curls up and chips off. The outer layers of the coating may split open and reveal an underlying layer of older paint, a development known as alligatoring. In any of these events there is something seriously wrong with your paint coating.

Before spending any more money on painting, the cause of the trouble should be determined and corrected because a new paint job is likely to prove even less durable than the last one. It is not possible to discuss the various possible causes of such difficulties in this brief article. The thing for you to do is to read the references given at the end and then seek thoroughly competent technical advice about your problem. Do not assume hastily that the last paint was inferior or badly applied and do not start experimenting indiscriminately with different kinds of paint. *Find out what is wrong*, then correct it before repainting. Remember that few painters or paint dealers are competent to advise you about difficult conditions of this kind.

IF four to five years have elapsed since the last paint job and you find the coating still substantially sound, it is a good time to repaint. As a rule the new paint should be paint of the same or very nearly the same composition as the one used previously. Unless you kept a record of

the *formula* of the paint used last time, you will have trouble in finding what it was. The brand name may help, but it should be remembered that the formula of that brand may have been changed meantime. Consumers should learn to buy only house paints that have the formula stated clearly on the label. Although the paint industry has long opposed formula labeling, last fall at its annual convention the National Paint, Varnish and Lacquer Association passed a resolution urging its member paint manufacturers to put their formulas on the label. Consumers, therefore, need have no hesitation about demanding formula-labeled paints.

In repainting, the most important consideration in selecting the kind of paint is its similarity to the paint used previously. The very best of paints often fails to give reasonable service if it is applied over a previous coating of another kind of paint. Paint manufacturers and dealers commonly deny that fact when they are trying to sell their paints, but when a consumer complains about bad service they are not at all re-

luctant about blaming the previous paint. Painters are not yet widely informed about the danger of switching from one kind of paint to another.

Remember that within any one brand of paint the white paint may not be the same type of paint as the tints (light colors); there may be two or three types of paint among the tints; and the deep colors necessarily differ in type from either the white or the tinted paints. For better understanding of this point, ask a paint dealer to let you examine the formulas on all the paints of the brand of house paint he sells.

IF you are repainting after four or five years and the old coating is still in good condition, it is a matter of judgment whether one or two coats of paint are necessary. If the chalky surface of the old coating can be rubbed off, showing a fairly glossy film underneath, and there are no deep, conspicuous cracks, one new coat of paint after washing dirty areas is sufficient. Of course, any local patches of loose paint should first be removed and touched up with paint ("spot primed") before

the new coat of paint is put on. On the other hand, if vigorous rubbing shows that the old coating is chalky nearly all the way down to the wood, two coats of new paint are probably necessary.

If you find that more than five years have gone by since the last painting and the coating is cracking, curling, and flaking badly, you may have a serious problem on your hands. The advice of a really good, reliable painter is needed. Far too many painters are afraid to tell their customers when complete removal of the old coating is needed, because they fear that some less scrupulous and less responsible painter will get the work by offering to do a much cheaper job of merely scraping off the loose paint (which can rarely be done thoroughly) and then repainting. In most cases where repainting has been postponed too long and the coating is badly cracking, curling, and coming loose, it will be cheaper in the long run to take the old coating off entirely and start out again from the bare wood. If you pay for complete removal, however, watch the job carefully to see that you get it.

IF your house has always been painted with pure white lead paint or pure white lead paint tinted with colored pigments, there should be no need for removing the old coating even if more than five years have passed since the last painting. The coating may be very shabby in appearance and may show considerable areas of bare wood, but close examination will show that it has worn down by chalking and fine crumbling without de-

veloping large cracks with curling areas and patches of loose coating.

First go over the house carefully to see that any loosened boards are renailed, rusted flashings restored, and needed minor repairs are made. Then have the painter brush away crumbling paint with a wire brush and apply two good coats of fresh white lead paint, puttying any cracks in the boards or open joints after the first coat has dried.

* * *

For the benefit of those who wish some definite suggestions of brands that have been found to be of high quality, *Consumers' Digest* reproduces by special permission a number of recommended brands from the *Annual Cumulative Bulletin* of Consumers' Research. It should be noted, however, that the recommendation of certain brands merely indicates that they contain ingredients of high quality and, such listing is not to be taken as a guarantee of satisfactory wearing qualities under all conditions of application and use.

Titanium-Lead-Zinc Type Paints

RECOMMENDED

White and Light Colors

Best Quality (Marshall-Wells Co., Duluth, Minn.)

Chief (Chicago Paint Works, 1330 S. Kilbourn Ave., Chicago)

Commander (Pratt & Lambert, Inc., Werheim and Thomas Sts., Buffalo)

Devoe Two-Coat System (Devoe & Raynolds Co., Inc., N. Y. C.)

High Standard (Lowe Bros. Co., Dayton, Ohio)

Jewel Mixed (Jewel Paint & Varnish Co., 345 N. Western Ave., Chicago)

Quality (Minnesota Linseed Oil Paint Co., Minneapolis)

Sun Proof Tinting White (Pittsburgh Plate Glass Co., Milwaukee)

White Only (The colored paints in these brands are of a different type.)

Du Pont Prepared (E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.)

Seroco Master Mixed (Sears, Roebuck & Co.)

Sun Proof Titanic White (Pittsburgh Plate Glass Co.)

Super House Paint (Montgomery Ward & Co.)

SWP (Sherwin Williams Co., 101 Prospect Ave., N. W., Cleveland)

Varcraft (Varcraft Works, Inc., Pottstown, Pa.)

Lead-Zinc Type Paints

RECOMMENDED

White and Light Colors

Fullerton (Indiana Indestructible Paint Co., 1247 Belmont Ave., Chicago)

BPS (Patterson-Sargent Co., E. 38 and St. Clair Ave., Cleveland)

Light Colors Only (The white in these brands is of a different type.)

Du Pont Prepared (E. I. du Pont de Nemours & Co., Inc.)

Seroco Master Mixed (Sears, Roebuck & Co.)

Sun Proof (Pittsburgh Plate Glass Co.)

Super House Paint (Montgomery Ward & Co.)

SWP (Sherwin Williams Co.)

Varcraft (Varcraft Works, Inc., Pottstown, Pa.)

References

Letter Circular LC 333, National Bureau of Standards, Washington, D. C. Also ask for list of pamphlets on outside house painting.

Handbook on Painting, Compiled by the National Lead Co., 111 Broadway, N. Y. C. Recommendations of brands probably reflect the commercial interest of the manufacturer responsible for the authorship. Information on the whole, however, is competent.

"Repainting the Paint-Neglected House," by F. L. Browne, *Consumers' Digest*, June, 1938, pp. 29-39. 25c.

The Program of Paint Maintenance for the Frame House, by F. L. Browne, Forest Products Laboratory, Madison, Wisconsin.

Some Causes of Blistering and Peeling of Paint on House Siding, by F. L. Browne, Forest Products Laboratory, Madison, Wisconsin.

When and How to Paint Homes and Farm Buildings, by F. L. Browne, Forest Products Laboratory, Madison, Wisconsin.

Cleaning of Metals

THE bric-a-brac and metals around the house need special attention frequently. These should be cleaned on a monthly schedule. It is much easier to keep them clean than to try to clean them after they are badly tarnished. Always use a soft cloth for polishing; rub briskly on one small spot until it is clean before proceeding to another part of the surface. Work with the lines on the surface of the metal. When through polishing, wash in soapy water and dry thoroughly. Take care not to rub the soiled part of the polishing cloth on the metal, for only the clean cloth removes the tarnish.

To reach crevices and carved places, use an old soft toothbrush. For dusting metals use a clean cloth or a silver polish cloth. Keep it in a box or can and keep clean. Metals tarnish from exposure to the air, particularly if there is coal smoke present. Any piece of rubber which comes in close contact with metal will tarnish it, so do not keep pencils with erasers or rubber bands in the silverware drawer.

SILVER may be cleaned by a variety of methods. A simple method for keeping it clean is to rub it once a week with a silver polish cloth made by sprinkling one-half teaspoon of iron oxide or jewelers' rouge over a piece of cotton or outing flannel. Keep this cloth conveniently near the silver in a covered box.

For all good silver and particularly for tarnished solid silver and silver pieces with hollow handles, polish with a good silver polish. Whiting mixed with water to a creamy consistency is inexpensive and very good. It may be purchased at any drugstore at five or ten cents per pound.

Reprinted from *Housecleaning Methods*, by Esther Pond, Extension Service,
State College of Washington

Inexpensive everyday silver and badly tarnished pieces can be cleaned quickest by placing in an old but bright aluminum pan or a pan containing a piece of bright aluminum, covering with hot water and adding one teaspoon of baking soda and one of salt to each quart of water used. Boil two or three minutes. The tarnish leaves the silver and collects on the aluminum, from which it can be easily cleaned with an acid as described under aluminumware. If the tarnish on the silver doesn't all disappear at first, repeat with fresh water and soda. This method leaves a bright, harsh effect which is not very desirable but in the case of badly tarnished pieces can be softened down by polishing with silver polish. Do not use this method for solid silver and hollow handles.

BRASS, copper, and old pewter can be cleaned either with powdered rottenstone and raw linseed oil, mixed to a creamy consistency, or with whiting and water. Polish with a soft cloth. Wash in hot soapy water, dry thoroughly.

Nickel plate should never be cleaned with a cleaning powder. It wears off the plating. Keep clean by washing in hot soapsuds and drying thoroughly. Paper napkins are good for drying faucets, etc. If further cleaning is necessary, rub with whiting mixed with kerosene.

Aluminum may be made to look like new if it is rubbed with the finest grade of steel wool which has been dipped in water and then rubbed on a bar of soap. Use very little water. Alkalies stain aluminum badly. Another method of removing this stain is to boil anything in the pan which contains an acid, such as tomatoes, rhubarb, vinegar water, etc.

Enamelware should never be scraped. If food is burned in it, soak with soapy water in it, then polish with a cleanser.

What's Wrong With Men's Clothing?

By

PAUL BRINDEL

IF you are the average "white collar" American male earning upwards of \$2,000 a year, you soon will be on the market for your annual "spring suit." Despite the depression, several million others will be on a similar quest. You will spend from \$20 to \$60, say \$40 for an average. Thus in 40 years—the productive period from 20 to 60, you will have spent from \$2,000 to \$6,000 for two suits a year and an overcoat every second year—100 garments more or less. Yet for no other necessity will your dollars have obtained less real value. Why?

The average American male, to say nothing of his spouse, seldom *buys* anything in the strict sense of the word. Actually Mr. and Mrs. American are *sold* their food, clothing, automobiles, houses, medicines, and amusements. There's a big difference! For,

just as more commercial failures result from muddle-headed buying than anything else, so does this passive *being sold* attitude cost consumers millions of dollars annually in lost values. But it is in the acquisition of his daily habiliments that John Q. Citizen takes his real financial beating. And no wonder!

On a five-cent can of dog food you read the exact proportions of fat, protein, ash, and calcium which it contains. Buy a \$25 used car and you at least know approximately when it was made, who made it, the rated horsepower, and the number of cylinders it has. But spend \$75 for a ready-made suit, and what do you know about it? Few men can even definitely identify its material—tweed, Shetland, cheviot, serge, worsted, cashmere, or wool and rayon. No product is better than its producer's integrity, skill, and

economy, yet what mill made the cloth in the suit you are wearing? Does its "all wool" comprise long-fiber virgin wool from the top and sides of the sheep, short clip wool, or a dubious mixture of "reclaimed" wool or shoddy? You don't know, and it's a 100 to 1 bet that the man who *sold* you the suit does not know either.

Yet a suit or topcoat *is no better than its cloth*, regardless of the salesman's glib talk about style, "hand tailoring," the nationally advertised label, beautiful lining, and convenient payments. It is this "cart before the horse" attitude of our clothing industry toward the consumer which is responsible for *homo sapiens Americanus* spending in this critic's opinion, *more* money for clothing than any other nationality and receiving *less* in terms of wear per dollar.

THE clothing industry will tell you blandly that American men (to say nothing of women) don't want their clothes to wear five or 10 years; that a suit is (and one gathers ought to be) out

of style in 12 months; that thousands of garments are given away because their owners tired of them; that in the United States style and fit are more important than wear. Perhaps all this was true for a limited period just before 1929. But I have a hunch that thousands of Americans today would welcome a chance to cut their clothing budget in half, to reduce their pressing bills similarly, and still be well dressed. Can it be done?

Well, our British cousins have done it for years—so long, indeed, that they think nothing of it. In a score of English chain shops today you can *buy* for 50 shillings (\$12) a suit or overcoat with cloth as good as that in many \$30 American suits. For \$16 in Scotland¹ you can have tailored to measure a suit worth \$40 by our standards. Pressing costs twice as much in London as good dry cleaning in Los Angeles, so the Britisher demands a suit with sufficient virgin wool to hold its press. Perhaps once a year he has it cleaned. After a couple of years he may have it turned inside out at a reasonable

¹ The Galashiels United Co-Operative Society, Ltd.

price and start all over again.

"An all wool suit for \$12," you say. "Impossible over here because of our high labor costs." Fiddlesticks! That 50-shilling British suit has considerably higher labor content than the corresponding \$30 American suit.

Furthermore, that 50-shilling suit has \$3.50 worth of all-wool cloth in it or 29 per cent of the retail price. Your \$30 suit has around \$4.38 worth of cloth or 14 per cent—less than one half—which is the reason why the \$30 suit wears one half as long and stays pressed so short a time. In other words, the only factors contributing to the life, wear, and appearance of that 50-shilling suit, namely cloth and making, total around 70 per cent. True, British retail distribution costs are remarkably low because of the great number of people in a small area. Our national chains, like Sears Roebuck, J. C. Penney, Montgomery Ward, and Foreman & Clark, can approach this British chain figure of 30 per cent for overhead, distribution, profit, etc., on a suit of clothes. But the *average* \$30

suit in the *average* U. S. retail shop seldom represents as much as 50 per cent in cloth and making. Expensive credit to retailer and consumer, our American insistence upon big selections and frequent fashion change, inefficient national and local advertising, transportation and sales costs take a heavy toll of the consumer's dollar. At his front door, the average \$30 suit costs the retailer around \$18. Of this \$12 gross profit, few retailers *net* \$3 or 10 per cent.

BUT how can you beat the game? By putting *most* of your clothing dollars into *wool and tailoring* instead of *less than half*. It's easy! If you are easy to fit—and 75 per cent are—haunt the semi-annual clearance sales of the top-flight retail clothiers, those whose normal prices start at \$50. In almost any American community you can *buy* twice a year a \$65 to \$75 suit for less than \$40, providing you have gotten away from staple blues, browns, etc., as many of the better dressers¹ have. Don't let yourself be *sold*, or you might walk out with a

¹ EDITOR'S NOTE: Mr. Brindel lives in Los Angeles where sportswear is the rule rather than the exception.

much higher-priced suit. If you can't be satisfied or fitted at these sales, then shop around the woolen jobbers for remnants with the name of the maker woven into the selvage—not stamped on the piece. If you are lucky and willing to haggle, you should get for \$15 or less the requisite three and a half yards for a suit or topcoat of size 40 or less.

A safer procedure, especially if you demand a big selection, is to order direct from abroad. Few of the best English woolen mills accept retail business; they deal entirely in 30- and 60-yard cuts. A number of the smaller (and better) Scottish mills welcome United States mail orders however. At Galashiels, 35 miles south of Edinburgh, is the center of the Scottish woolen industry with the finest technical weaving school in the world. The Galashiels crofters boast that their clientele includes even royalty. Typical Galashiels prices for 100 per cent virgin wool fabrics are as follows:

Homespun tweeds weighing 18-20 ounces per yard, suitable for topcoats, sports jackets, and suits, \$2 per yard.

Donegal tweeds, 16 ounces, for suits and sports jackets, \$3 a yard.

Cheviots, 15-16 ounces, and worsteds, 13-14 ounces for suitings, \$3.50 a yard.

Worsteds, 14-17 ounces, \$4 to \$4.50 a yard.

Widths average 56 inches. Compute United States customs duty at 35 per cent ad valorem, plus 50 cents per pound. Thus the \$2 tweeds will cost you with postage and insurance around \$3.50 a yard at your front door, or \$12.25 for a suit or topcoat length; the finest worsted money can buy, around \$6.75 a yard or \$23.65 for a suit length.

DON'T expect the Scotch to send you free samples. They won't. But a well-wrapped quarter or three dimes in a letter will bring you a big selection of the type of material and colors you prefer. Remember, the British have their own postage system and have no use for our stamps and it costs five cents to send a letter to Scotland. There's no red tape on mail customs shipments. Your parcel post man will collect the duty at your door, plus 15 cents customs examination

fee. Unless you are lucky, you'll probably be charged this 15 cent fee also on your samples, although there is no actual duty on them.

Your cloth in hand from whatever source, turn to the classified telephone directory in almost any large city. Under "wholesale tailors" or "cut, trim and make," you will find several firms. For \$12.50 to \$25, plus probably a small try-on charge, they will tailor your suit or topcoat to measure. In most cities, \$20 to \$25 will get you tailoring, trim, etc., comparable to a \$70 retail suit—a bench handmade coat with hand-stitched edge, hand-felled collar and lapels, handmade button holes, imported hymo canvas fronts, hand-top trousers, etc. Many a small-town tailor who has a reputation for good workmanship in the community will be glad to take on the job and do it reasonably. Most of them will send out to a wholesaler

part or all of the making and do the fitting and finishing themselves.

As to the cost, suits of fine woollens do come to money when the duty is paid, but remember that your really fine Scotch cloth will seldom be seen in garments retailing under \$85. (There are imitations of relatively low durability.)

Thus, your expenditure will total \$32.50 to \$48.63. But with the exception of customs duty and postage, your entire clothing dollar will have gone into your suit. With a good "wish-bone" hanger (50 cents) you will be surprised that overnight the day's wrinkles will have vanished and that a monthly pressing is almost an extravagance, especially if you alternate your suits. And about 1943 you'll begin to wonder when that suit is going to wear out.

Yes, you can beat the high-cost and low-quality clothing game. Try it!

« « « » » »

We'll Take Vanilla.

A new cosmetic idea sees the light of day at the 1939 Beauticians' trade show in Boston. It's lipstick flavored with champagne, peach cordial or bitter sweet—or anything else milady might want.

—Advertising Age

Let's Wash the Dishes

DISHWASHING is a task that nobody likes but few can avoid. Two ways of dodging the job—dining out and hiring a maid—both have their objections. Dining out three times a day is expensive, presents the hazard of eating from sloppily washed dishes, and other disadvantages. A maid's wages are beyond the means of the great mass of people, and many families hesitate at bringing an outsider into the home.

A booklet issued by the State College of Washington, "Time and Cost Evaluation of Dishwashing," by V. Enid Sater makes an excellent textbook for those who must wash their own dishes and wish to make the best of it. Families possessing maids, too, may benefit from the information supplied by the College.

Sanitation

The pamphlet presents a cheery picture of sanitation in public eating places by quoting the findings of two investigators: "The number of organisms per cubic centimeter of restaurant dishwater is far greater than in many specimens of sewage. . . ." The pamphleteer then brightly remarks, that "Similar investigations would no doubt show the same results with unsanitary handling of dishes in the home." Dish towels and dish cloths, also, act as carriers of bacteria.

Soap was found to have a germicidal action under certain conditions, but the soapy dishwater must be clean to get appreciable benefit from the germ-killing effect. Boiling water kills germs, but since it's tough on the hands, too.

it can only be used as a rinse if the dishes are washed by hand. New York City requires that restaurant dishes shall be rinsed in boiling water for one minute. Rinsing in that city must continue for at least two minutes if the water temperature is as low as 180 degrees.

One of the biggest advertising claims of mechanical dishwasher manufacturers is that the machine method is more sanitary than hand washing. Laboratory tests indicate this to be true in well-designed machines, but the *Journal of Home Economics* reported that "... we reckon that model equipment of every sort counts less than half in securing cleanliness. Clean premises, clean people, and clean methods count more than half."

Sanitary precautions recommended by the investigators include:

1. Clean soapy dishwater for hand washing or use of plenty of soap powder in the machine.
2. Boiling water for rinsing.
3. Air drying rather than towel drying.
4. Clean dish cloths.
5. Clean workers and clean storage.

Energy

The two most important things to consider in making dishwashing easier are the height of the sink and organization of the work. The height from the edge of the dishpan to the floor should be between 37 inches and 42 inches, depending on the height of the individual worker. Organization of the work is an individual problem, depending on the particular kitchen considered.

A boost for machine washing is included in a suggestion that washing dishes once a day saves both time and labor. Most housewives object to the sight of a stack of dishes piled on the sink, so a dishwasher, in which the dishes may

be placed out of sight, appears indicated if this system is used. Air drying, in addition to being more sanitary than towel drying, saves considerable time, particularly when the dishes are left in the drainer until used again.

Spray washing and hand washing were found to consume the most energy, with machine washing providing appreciable saving of work.

Time

Authorities quoted in the pamphlet appear to disagree on how much, if any, time is saved by machine washing over hand washing. They all agree, however, that air drying is the greatest time-saving factor in the process.

Tests made by the author of the booklet indicated that machine washing saved 18.23 minutes a day or 9.16 hours a month over hand washing. These tests were based on the dishes soiled by a family of five eating three meals a day.

Cost

The cost of washing dishes may be divided into two parts: (1) the cost of the original equipment and depreciation; (2) the cost of supplies and operation.

The machine method is obviously the more expensive because, in addition to the high first cost and upkeep, it uses electricity. More water and soap are also used in machine washing.

Hand washing costs include a dishpan every few years, dish cloths, water, and soap. Dish towels were not included in the cost survey because you either use 'em or you don't, and the cost of towels would be the same for either method.

An investigation showed that in one section (Pullman, Washington) the cost of hand washing was \$0.45 and the cost of machine washing was \$2.95 per month.

Comments

Hand method. Hand washing of dishes insures 100 per cent removal of food soils by a careful operator. It may be more unsanitary, however, through lack of care of dish cloths and dish towels (when used). Lower water temperatures also lead to spread of infection.

Spray method. The spray method was found to be unsatisfactory as a means of cleansing dishes, leaving a film on the dishes that neither further spraying nor towel polishing would remove.

Machine method. The machine method of dishwashing proved to have several advantages over hand washing, although more expensive. The cost might be cut for a small family by running the machine fewer times a day, leaving soiled dishes in the machine until it was full. The greatest advantage in machine washing appears to be its better sanitation, although women will no doubt appreciate the fact that the machine saves their hands from long immersion in hot, soapy water and lessens the drudgery of the task.



Informative Labels for Canned Foods

"So, some time ago we recommended that labels of canned products should show the following information:

- "1. A truthful, concise statement of grade in such terms as 'Grade A,' 'Grade B,' and 'Grade C.'
- "2. Such additional descriptive information as may be appropriate for the product, such as count of pieces as in the case of peaches, sieve size as in the case of peas, strength of sirup in the case of fruit, number of servings, etc.

"The Bureau of Agricultural Economics hopes the canning and distributing industries will voluntarily adopt these recommendations in the interest of honesty and fair dealing with consumers. Incidentally, we believe that in the long run the industry will find it decidedly to its best interests to take the housewives of the nation into its confidence, and frankly and honestly sell its products on the basis of the grades they really are."

—Address by Paul M. Williams, Senior Marketing Specialist, U.S.D.A.

Buying Women's Undergarments

READY-MADE undergarments may be had in woven and knit fabrics. Within recent years there has been a rapid development in knit goods, and all types of undergarments are made up now in knitted fabrics. Good quality, well-made garments give good service and will not shrink or sag out of shape. The cheap knitted garments are expensive in that values for money expended are not received. These garments shrink, pull out of shape, wear at the seams and develop runs within a short time.

In a woven fabric, better service is obtained from firmly, closely woven cloth containing little sizing. Silk may also contain metallic weighting. Notice whether the label or a guaranty is given against slippage at the seams. See whether the garment is amply sized. Often material is saved in cheaper garments by cutting the garment less full. Bias sections are not always placed on the true bias. To give service good workmanship, well-made, suitable seams and finishes should be used. Long stitches with weak thread soon cause garments to rip at the seams, hem, and facings. For long wearing quality there should be at least twenty stitches to the inch.

Design

The design of an undergarment should be in harmony with the lines of the garment under which it is to be worn. It should always permit freedom of action and never retard circulation. For harmony of line the cut of the garment about the neck and arms should follow the natural

Condensed from: "Undergarments", by Frieda C. Stoll, Division of Home Economics,
Purdue University

curved lines of the body. Straps that drop off the shoulders are a constant annoyance. Only one set of shoulder straps should be visible. If necessary they should be held in place with lingerie clasps or a piece of cotton tape with a snap fastener on one end. The tape, having been sewed to the shoulder seam of the dress or blouse, is snapped under the straps of the undergarments. Simplicity should be the keynote of any trimming.

Foundation Garments

A foundation garment is a necessity to practically every woman to mold and restrain the figure and for support. One of the basic essentials of the well-dressed woman is a well-fitted foundation garment. The slender type needs a garment to give support to muscles and to mold the figure fully as much as the larger, fleshier type. There is a variety of types of garments on the market—step-ins, girdles (all elastic or cloth with elastic insets), or one-piece combinations. These should be selected according to the needs of the individual. Whenever possible, the garment should be fitted by an expert corsetiere.

A satisfactory garment should give the following values: (1) comfort; (2) assist in maintaining posture; (3) be flexible; (4) be correct size and length; (5) durable; (6) sufficiently porous for proper ventilation; (7) ease in putting on. For the larger figures where more rigidity is needed the garment must be well designed to give support, yet be flexible for body movement. The boning and elastic inserts should be properly placed. There should be sufficient fullness and length for hips and thighs. If a garment is too small or too short, it will push up, and ugly bulges of flesh replace pleasing curves.

Several types of fastening are found—lacing, hooks, snaps, and the zipper. The zipper tends to give a smoother line. The fastenings should be placed so as to be easily

accessible, yet to maintain a smooth line. With snug fitted dresses the line of the fastening must not be seen through the dress.

For the woman who is not well proportioned, the separate corset and brassiere are often preferred. Garments are now designed for those who have special needs—surgical, maternity garments, and garments for those much too heavy.

Slips

The smooth, molded line in dresses calls for a well-fitted slip. If too large or poorly fitted it will draw or pull, and wrinkles show through the dress. The slip should be fitted to the person through the hips and bust line. In many cases a fitted bodice is most satisfactory. Underarm darts, by straightening the grain of the material, eliminates the diagonal wrinkles in the body and gives a better-fitted garment. The skirt should be designed to give ample room for walking and sitting. Many ready-made slips are bias although straight slips may be had. Often the bias slip is not satisfactory because it has not been cut on the true bias, cut too skimpily, or the seams stretched in the process of construction.

Inner Garments

As a basis for the dress, undergarments must be smooth in line and well fitted, yet have enough room to be comfortable and wear well. It is important to have panties or one-piece suits well fitted at the waistline. This may be achieved by means of yokes, elastic bands across the back or dart fitting. Elastic bands should be just tight enough to hold the garment in place without hindering circulation. A garment designed to be close fitting at the bottom of the leg is often preferred to the loose, circular type. The pantie type should be deep enough in the crotch to permit freedom of movement.

Ratings of 184 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names).

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure

biog—biography

com—comedy

cr—crime and capture of criminals

hist—founded on historical incident

mel—melodrama

mus-com—musical comedy

mys—mystery

nov—dramatization of a novel

rom—romance

soc—social-problem drama

trav—travelogue

A	A	B	C	
—	1	1	3	Adventures in Sahara mel AY
—	—	2	3	Adventures of Jane Arden mel AYC
—	8	1	1	Ambush mel A
9	9	3	3	Angels with Dirty Faces mel A
—	6	4	2	Annabel Takes a Tour com AY
—	6	2	—	Arizona Wildcat com AYC
—	12	14	—	Arkansas Traveler com AYC
—	5	10	4	Arrest Bulldog Drummond mel AY
3	6	8	8	Artists and Models Abroad com AY

AA	A	B	C	
8	16	1	1	Beachcomber, The rom A
—	1	2	—	Beauty for the Asking rom AY
—	7	5	1	Blondie com AYC
—	3	10	6	Boy Slaves mel A
13	7	1	1	Boys Town soc AY
—	—	4	1	Boy Trouble com AYC
1	5	5	5	Breaking the Ice com AYC
5	15	2	2	Brother Rat com AY
—	2	3	1	Burn 'Em Up O'Connor mys AY
—	7	5	—	Cafe Society com AY
—	4	6	5	Campus Confessions rom AY
5	12	3	1	Carefree com AY
—	8	2	1	Charlie Chan in Honolulu mys AY
—	—	1	2	Chasing Danger com AY
11	15	5	—	Christmas Carol nov AYC
—	3	3	3	Cipher Bureau mel AY
14	7	2	—	Citadel nov AY
1	—	3	3	Clown Must Laugh rom A
—	—	3	3	Come On Leathernecks rom AY
—	2	3	4	Comet Over Broadway mel AY
—	—	—	3	Convicts at Large com AY
—	—	2	3	Convicts' Code mel AY
2	11	6	2	Cowboy and the Lady com AYC
—	—	1	3	Crashin' Thru Danger mel AY
—	1	2	1	Dangerous Secrets rom AY
10	11	—	—	Dark Rapture trav AY
11	10	1	—	Dawn Patrol mel AY
—	—	12	3	Disbarred mel A
—	1	2	2	Down in Arkansaw com AY
3	8	11	2	Dramatic School mel AY
2	5	4	2	Duke of West Point com AYC
7	5	3	1	Edge of the World adv AY
—	4	3	2	Everybody's Baby com AYC
—	3	1	—	Exile Express mel AY
—	3	5	6	Exposed mel AY
1	4	1	—	Fast and Loose mys AY
—	3	2	—	Federal Man Hunt cr AYC
—	2	9	2	Fighting Thoroughbreds rom AYC
—	4	—	—	Fisherman's Wharf com AYC
—	—	2	1	Flight to Fame mel AY
—	2	9	7	Flirting with Fate com AYC
—	—	2	3	Forbidden Music com AYC
—	—	2	4	Forged Passport mel AY
—	1	5	2	Four Girls in White rom AY
—	—	4	2	Gambling Ship mel AY

AA	A	B	C	
—	1	1	3	Gang Bullets cr AY
—	4	7	3	Gangster's Boy mel AY
—	2	12	—	Girl Downstairs com AY
—	7	6	1	Going Places com AY
5	10	—	—	Grand Illusion mel AY
6	14	3	—	Great Man Votes com AY
18	4	—	2	Great Waltz biog AY
14	4	1	1	Gunga Din adv AY
—	6	7	6	Hard to Get com AY
—	7	3	—	Heart of the North mel AY
—	1	3	5	His Exciting Night com AY
3	12	3	1	Hold that Co-ed com AY
—	—	3	—	Homicide Bureau mel A
—	5	5	—	Honolulu com AY
3	4	—	—	Huckleberry Finn mel AY
—	3	3	—	I Am A Criminal mel AY
—	—	—	4	I Demand Payment mel 4
5	4	—	—	Idiot's Delight com AY
15	6	—	1	If I Were King hist AY
—	3	5	7	Illegal Traffic mel A
—	—	6	4	Inside Story mel AY
—	—	4	3	Irish and Proud of It com A
—	2	4	1	I Stand Accused mel AY
7	10	4	—	Jesse James mel A
4	11	3	2	Just Around the Corner com AY
11	13	3	—	Kentucky rom AY
—	6	8	5	King of Alcatraz mel A
—	4	2	1	King of the Turf mel AY
8	8	1	—	Lady Vanishes mys AY
—	—	3	9	Last Express mys A
—	2	4	3	Last Warning mys AY
2	2	—	—	Let Freedom Ring mel AY
—	4	1	—	Let Us Live mel A
1	10	3	3	Listen Darling com AY
—	—	1	4	Little Adventuress mel AY
—	—	5	7	Little Orphan Annie mel AY
1	4	—	—	Little Princess com AY
—	4	3	6	Little Tough Guys in Society com AY
—	—	3	3	Lone Wolf Spy Hunt mel AY
—	1	4	—	Long Shot mel AY
9	2	—	—	Made for Each Other com AY
1	9	4	6	Mad Miss Manton com AY
10	11	3	—	Man to Remember mel AY
1	3	3	1	Man with 100 Faces mel AY

AA	A	B	C	
—	—	4	4	Mars Attacks the World mel AY
6	7	8	3	Men with Wings adv AY
—	4	—	—	Mikado mus AYC
—	—	3	—	Mutiny of the Elsinore mel AY
—	2	1	2	Mr Moto Takes a Vacation mys AY
—	—	2	5	Mysterious Miss X com AY
—	5	1	—	Nancy Drew, Detective mys AYC
—	1	3	—	Nancy Drew, Reporter com AYC
—	.1	3	2	Newsboys' Home mel AY
—	3	2	2	Next Time I Marry com AY
—	1	5	2	Night Hawk cr AY
—	—	3	5	Off the Record mel AY
—	2	5	3	One-Third of a Nation soc A
—	1	1	2	Orphans of the Street mel AYC
5	13	1	—	Out West with the Hardys com AYC
1	4	7	4	Pacific Liner mel A
—	2	4	1	Pardon Our Nerve com AYC
1	6	5	1	Paris Honeymoon com AYC
—	6	4	3	Peck's Bad Boy with the Circus .com AYC
—	6	3	—	Persons in Hiding cr AY
—	1	3	—	Pride of the Navy mel AYC
20	4	1	—	Pygmalion com AY
—	—	—	3	Rebellious Daughters mel A
—	6	4	5	Ride a Crooked Mile mel A
2	9	8	3	Room Service com AY
—	5	7	1	St. Louis Blues mus-rom AY
—	7	7	10	Say It in French com A
—	1	5	2	School for Husbands com A
—	—	3	13	Secrets of a Nurse mel A
—	10	6	3	Service de Luxe com AYC
—	2	2	1	Shadows Over Shanghai mel AY
—	2	3	5	Sharpshooters rom AY
1	5	5	5	Shining Hour rom A
5	12	4	1	Sing You Sinners com AYC
4	12	3	4	Sisters, The rom AY
4	7	3	2	Sixty Glorious Years hist AYC
—	1	3	2	Smashing the Spy Ring mel AY
1	5	—	1	Smiling Along com AY
—	6	5	2	Son of Frankenstein mel AY
2	13	3	4	Spring Madness com AY
—	10	5	3	Stablemates mel AYC
4	1	1	—	Stage Coach wes AY
—	14	2	—	Stand Up and Fight mel AYC
—	2	5	7	Storm, The mel AY
—	4	2	—	Strange Case of Dr. Meade mel AYC

AA	A	B	C	
—	4	3	4	Storm Over Bengal mel AY
—	1	3	2	Strange Faces mel AY
5	9	3	2	Submarine Patrol mel AY
7	7	6	5	Suez rom AY
14	9	1	1	Sweethearts mus-rom AYC
—	—	5	1	Swing, Sister, Swing com AYC
—	2	4	3	Swing that Cheer com AYC
—	4	5	3	Tailspin mel AY
—	—	4	9	Tarnished Angel rom A
1	15	2	—	Thanks for Everything com AY
—	11	4	5	Thanks for the Memory com AY
13	9	1	—	That Certain Age com AYC
4	16	5	1	There Goes My Heart com AY
—	4	6	5	There's That Woman Again mys AY
2	12	3	—	They Made Me A Criminal mel A
—	—	1	5	This'll Make You Whistle com AY
2	5	4	—	Three Loves Has Nancy com AY
—	3	3	—	Three Musketeers com AY
2	4	3	1	Tom Sawyer, Detective nov AYC
7	9	4	2	Too Hot to Handle mel AY
3	8	5	—	Topper Takes a Trip com A
—	—	2	3	Torchy in Chinatown com AY
1	6	6	5	Touchdown, Army mel AYC
—	3	2	—	Tough Kid mel AYC
2	12	5	3	Trade Winds rom AY
—	1	5	1	Twelve Crowded Hours cr AY
—	5	8	6	Up the River com AY
1	12	4	3	Valley of the Giants adv AYC
—	4	—	—	Whispering Enemies mel AY
—	3	3	—	Wife, Husband and Friend com AY
4	8	4	3	Wings of the Navy adv AYC
—	1	2	1	Woman Doctor mel AY
1	3	2	—	Yes, My Darling Daughter com A
3	5	2	—	You Can't Cheat an Honest Man com AYC
—	1	—	2	You Can't Get Away with Murder cr AY
17	3	1	2	You Can't Take It with You com AY
1	15	1	2	Young Dr. Kildare soc AYC
13	9	1	—	Young in Heart, The com AYC
—	7	7	6	Youth Takes a Fling com AY
1	3	11	1	Zaza rom A

Window Shades

SHADES serve to exclude glare in daytime, maintain privacy at night, and give decorative value to windows. They should be chosen for their opaqueness, durability, and color. Their durability depends upon resistance to cracking and breaking, the success with which they may be cleaned, and the effect of sunlight on fabric and color.

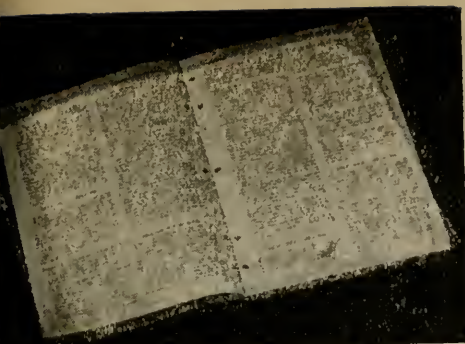
A commercial shade may be used; or linen, glazed chintz, Austrian cloth, or oilcloth may be substituted on the roller for the usual material. The three general types of commercial shades are Holland, painted cloth, and pyroxylin impregnated. All of these are made with a foundation of cotton fabric, either muslin or cambric. Holland cloth is prepared by filling the dyed cotton fabric with a heavy sizing mixture and then passing it between friction rolls to give it smooth, glossy appearance. Such shades are available in different grades that vary in quality of both foundation cloth and finish. Painted shades are made by applying a mixture of sizing and either water color or oil paint to the fabric base. In some of the better qualities the sizing mixture is applied first and an oil paint put on as a top coat. In a "tint" cloth, cambric is the usual foundation, and just enough paint is applied to tint the material. This type is often called the translucent cambric shade. A pyroxylin shade has a muslin base that has been impregnated with a substance known as pyroxylin, which hardens when dry and makes the fabric waterproof.

As there are so many qualities available, it is well to purchase shades from a merchant who can give samples for testing. By rubbing a piece of fabric between the hands and holding it before a light where any breaks or splits can be

seen, wearing quality can be judged somewhat. A good shade should withstand pinholing, cracking, and breaking when folded or in use. The fabric should be evenly woven and free from imperfections, and the entire length of every shade should be examined carefully before purchase. If shades are not cleanable, they must soon be discarded. A simple test is to place a sample flat on a table and scrub it with warm suds. Resistance to sunlight may be tested to a slight extent by exposing a sample at a window for a week or 10 days. A fabric that shows signs of burning or fading in this time is an inferior quality and a poor buy.

THE selection of the roller is also important. One at least an inch in diameter is usually the most satisfactory. Every shade should roll and unroll easily. The spring in the roller should be strong enough to withstand ordinary usage and be adjustable for the tension required. It should catch readily at every turn of the roller and release easily when pulled.

Shades should harmonize with the color and general style of the house and should give a uniform appearance from the exterior, except perhaps in the sun room. On the interior, the shades should blend unobtrusively with the window casing. Duplex shades with a different color on each side eliminate the necessity of having them uniformly colored in all rooms. Those with dark color on one side are preferable for bedrooms because they transmit less light than those of light color. If desired combinations are not obtainable in duplex shades, two may be used, the decorative one on the inside and the plain one next to the window, to keep the effect uniform from outside.



THIS BULLETIN ANSWERS YOUR CAR QUESTIONS

If you wish fuller information on 1939 automobiles than is given in the brief article on pages 28 to 35 of this magazine, subscribe to Consumers' Research in order to obtain the confidential Automobile Bulletin. Here is the table of contents for that issue:

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- Price Divisions
- Identification, Depreciation or Trade-In Values
- Special Economy Equipment, Brake Factor

Listings of 1939 Automobiles

- General Comments
- Safety, Extra Equipment and Other Charges

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The Chassis

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Automobile Oils—Winter Grades

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City .. . State .. .

My profession or business is.....

Position held

D-4-39

Merchandising Methods

These so-called clever salesmanship tactics and this lack of information have resulted in a consumer skepticism today about all merchandising and all goods. The only way I know to meet the situation is by a definite right-about face on merchandising policies. First, we need emphasis on making the best quality that can be sold in various price ranges to meet various pocketbooks. Second, we need to tell the customer definite, truthful facts about the quality of the goods in these different ranges. We can do this through advertisements and informative labels.

The time is undoubtedly ripe right now for such a change in merchandising methods. When money is easy people may enjoy being entertained by cleverness and by antics of salesmanship. But hard times and rising prices put us all in a very different frame of mind. What amused us before irritates and antagonizes us now. We want our money's worth and we do not admire the salesman who tries to direct our attention away from the quality of his goods. It happens that our staff hears the plain, outspoken comments of rural women as they come to farm conferences. We hear the discussions of clubs and study groups—and, by the way, study groups on consumers' problems are increasing rapidly. Merchandising groups hear little of this and few know what is going on.

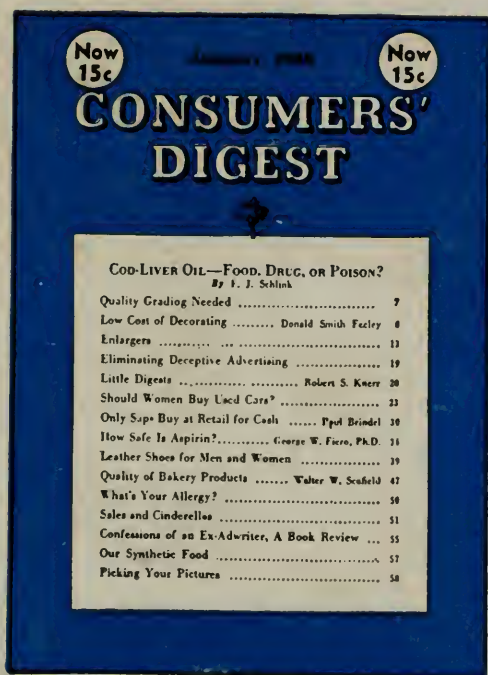
We don't learn what consumers are saying and thinking by sitting at our desks or attending meetings where we tell each other what we want to hear and believe. We get it by going into consumer groups unobtrusively as listeners. We get it by watching the customer in action.

Have you ever watched a woman customer ask a few intelligent pointed questions and listen to the barrage of sales talk given her by the clerk, none of which gives her the facts she is asking for? She seldom argues or tells him how little she respects his meaningless talk. She does the most eloquent thing in the world. She silently walks out. She has been walking out by the thousands in the last few years. And she talks when she gets out; in fact, she broadcasts her opinions among her neighbors and at her next bridge club. Too many merchants never hear her. They are too convinced that old ways of merchandising are the only ways, that the customer is unintelligent and will continue to hand out her income freely when so treated.—Standards for Consumers' Goods, by Ruth O'Brien, Chief Division of Textiles and Clothing, Bureau of Home Economics.

HOW DO YOU SPEND MONEY?

AS wisely as possible, you say, because you want to get your money's worth for every cent.

But—what assurance have you that you *do* get your money's worth? You buy carefully, you judge from your past experience, you are guided by your store of accumulated trial-and-error methods—but do you really know if you get it?



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encouragement to merchandising integrity.*

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Coming . . .

Articles on

RAZOR BLADES

INDIGESTION

SUNBURN PREVENTIVES

THE COST OF TRADE MARKED GOODS

ELECTRIC FOOD MIXERS

These subjects will be discussed in articles to appear soon in Consumers' Digest. Watch for them on your local newsstand.

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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Cereal for Breakfast

SOME like it hot and some like it cold, but the advertising men like it with vitamins at the present time. Now there is nothing wrong with vitamins. People were eating them long before they were discovered by scientists and advertising men. Vitamin A is found in butter, milk, cheese, carrots, and spinach, for example; vitamins B and G in liver, spinach, lettuce, oranges, carrots, and steak; vitamin C in orange juice, tomato juice, raw cabbage, strawberries, and citrus fruits; vitamin D in egg yolks, sea food, and sunlight. You see, if you are getting what the nutrition experts call a well-balanced diet including plenty of fresh foods, you needn't worry about getting your vitamins. You couldn't miss 'em.

Admen, however, are quick to sense trends in public favor and have apparently discovered that vitamins are the popular pick-me-up cure-all at present. They can't just let you eat cereal because you like it. You must eat the particular brand they are selling because it is good for you (they claim) for one reason or another.

Oatmeal was the original breakfast food used extensively by our forefathers. It was and is a good substantial hot cereal, filling and nourishing, but hardly to be classed as a "patent medicine." Now consider the recent advertising campaign for *Quaker Oats*. "Delicious *Quaker Oats* is proved rich in precious nerve food! 'Thiamin' . . . A necessity for perfect health." In case you thought that *Quaker Oats* had included in its formula some newly discovered drug or chemical, we hasten to explain that "thiamin" is just an impressive name for vitamin B, which is normally present in any oatmeal and in other cereals. The great dis-

covery was, in short, one of vocabulary rather than of science.

OTHER products that will be sold by the vitamin appeal include *Kellogg's Pep* (bran flakes), with vitamins B and D; *Cream of Wheat*, with vitamin B₁; *Wheaties* and *Corn Kix*. No doubt breakfast cereals have their place in the modern diet, but as the population tends to become increasingly urban, it appears likely that their use should be decreased. An article entitled, "Cereal Breakfast Foods," by J. Steward Remington, in an English trade journal several years ago, pointed out that although oat products that require further cooking were superior breakfast foods from a nutritive standpoint, they were probably unsuitable for the office worker who gets little exercise, although they were quite sustaining for those who did much walking and hill climbing. In this same article the author reported that in "ready-to-eat" cereals the partly cooked wheat products seemed to have the highest, corn products the lowest, digestibility.

Of course, your own common sense will tell you that there is no packaged food which can be depended upon solely or largely to give you good health. A well-balanced meal is of primary importance, and all the advertising claims in the best women's magazines and over the radio should not influence you to put too much emphasis on a single proprietary article of diet. A famous doctor tells the story of a patient who came to him for treatment. She was "nothing but skin and bone," although she had been perfectly well four months earlier. When the doctor finally got her story, he discovered that she had been living almost exclusively on bran. She had suddenly taken to eating bran and promptly developed flatulence, abdominal pain, and indigestion. To alleviate her distress, she eliminated one food after another and correspondingly increased the

amount of bran. When the doctor took her off bran entirely, she got well. When asked why she hadn't eliminated bran when she first began to have trouble, she said, "I never thought of that because it said on the package that it was a health food."

CONTRARY to advertised claims, bran is not "the best known of Nature's stimulants to aid the functioning of the bowels." There are many types of constipation, and insufficient roughage is only one cause. And any actual lack of roughage may be remedied by eating various common vegetables, such as peas, string beans, lima beans, asparagus, celery, beets, cauliflower, carrots, and cabbage. It is generally recognized by physicians specializing in intestinal ailments that bran is extremely irritating to sensitive intestines of a large proportion of people. The bulk provided by fruits and vegetables is much less irritating. Indeed, many cases of chronic intestinal trouble and invalidism have resulted, according to physicians, from overuse of bran. A physician who owned a stock farm reported that his horses with their powerful digestive tracts did not do well if given much bran. He pointed out that if he found it inadvisable to feed his horses bran, it is certainly not wise for human beings to eat it very freely.

MUCH of the breakfast cereal advertising today bears a strong resemblance to the theme of the long-departed travelling patent medicine show—one bottle of snake oil is guaranteed to cure all human ills, make you prosper in business, and assure happy marital relations. Just remember that although science has provided new and impressive names to be used, the modern advertising agency man has the same aim today as his predecessor of the medicine show era—to unload the goods.

If you like cereal, hot or cold, and it agrees with you,

eat it in moderation. If not, let it alone. In any form it has no special virtue or particular magic that warrants your giving it preference over other well-known, commonly used foods. Furthermore, there are usually locally distributed brands which will be found to be just as palatable as, and cheaper in price than, the more expensive, nationally advertised brands. Ask your state experiment station for a list of the brands produced in your state or locality.

Finally, bear in mind that, nutritionally speaking, breakfast foods are closely equivalent to bread and are neither better nor worse for you, for example, than common rye, white, or whole-wheat bread. Indeed one clever businessman has just gone into business marketing on a large scale stale bread, "bakers' returns," ground up and flavored and sweetened, advertised as a new breakfast cereal.



Canary Birds Thrive on Chick Rations

It has now been found that canaries will do exceptionally well on good chick rations. Over a period of two years they grew well, and upon reaching maturity produced eggs with a high degree of hatchability. Especially noticeable was a bright yellow color of the birds, no doubt due to the abundant carotene in the chick mash, since this factor is one of the yellow pigments in the feathers.

On the other hand, a mixture of canary and rape seed, such as commonly used for pet birds, produced either poor growth or actual loss of weight in every case when it made up the only food of experimental animals. Neither did canaries thrive on such a ration. This is in line with the well-known fact that a diet of seeds is deficient in certain vitamins and minerals.

—What's New in Farm Science
Wisconsin Agricultural Experiment Station

Do Men Buy Shirts Intelligently ?

WHEN buying a new shirt do you just go to the nearest store and ask for a white shirt, size 14½, price \$1.95, and hope for the best? Sometimes you come upon a sale of shirts at \$1 each. Do you take them out of their well-sealed cellophane wrappers and measure the sleeves to be sure that they are long enough and not skimped? Certainly not. If you are a typical male purchaser, you know there are so many pins to be removed before the sleeves can be unfolded (assuming the clerk would let you do it) that you don't bother.

Unless the maker of your customary brand switches styles, you probably don't experiment. You know that you want a particular weave, two-button sleeves because they seem to be cut fuller than the one-button type, a pocket large enough to hold a pack of cigarettes, a collar that "sits well," and buttons that stay on and don't break too easily in the laundry. No doubt there are other considerations that can be added to this list.

After you find a brand that meets your requirements you usually stick to it even if you see another that appears to be a bargain. What an opportunity for some manufacturer to do such a good job of labeling that a man could tell at a glance whether a particular brand met all his requirements! All the information you need would be on the label, if the advice of the technicians of Consumers' Research were followed.

Here's what they think would be an informative label for a good-quality, Grade A, broadcloth shirt:

1. Size 15 inches, sleeve length 33 inches. Size measurements fulfill requirements given in Commercial Standard TS-2565.

2. Fabric: 144 x 76 broadcloth; 2-ply warp, 2-ply filling. Combed

cotton. Mercerized. Minimum breaking strength 75 pounds in warp, 35 pounds in filling.

3. Shrinkage: Preshrunk—further shrinkage will not exceed 1 per cent.

4. Stitching: All stitching is done with No. 60 3-ply thread having a minimum breaking strength of 1.95 pounds. Minimum of 23 stitches per inch in armhole seam, cuff, collar, and front plait. Minimum of 20 stitches per inch in yoke, side-seam, and bottom hem.

5. Buttons: 7 ocean pearl buttons on shirt front and also 1 on each cuff.

6. Colorfastness: Will not fade appreciably when laundered 30 times according to standard commercial laundry methods or when exposed 40 or more hours in the standard Fade-O-Meter test.

7. Workmanship: Buttonholes and seams are well made. No visible raw edges of fabric or loose ends of threads.

BY special permission we bring to our readers the partial results of a test made by Consumers' Research not long ago of twenty-five shirts to determine their wearing quality. Each shirt was worn one day and then laundered, and the procedure repeated until the shirt showed serious signs of failure. The number of launderings before a shirt was withdrawn from service varied from sixteen for the poorest to forty-eight for the shirt having the longest use.

Compared with what a first-rate shirt should be, it is the considered opinion of the technicians of Consumers' Research that the shirts tested were on the whole poor. In part, the low quality was due to the fused collar found on nearly every shirt tested. This is a type of collar which holds its stiffness without the use of starch by means of a patented process whereby rayon threads are fused into the collar. Many of the shirts shrank excessively. There is room for considerable improvement in the shirt industry, as many men will doubtless agree, before it can compare in the quality of its product with the electric refrigerator or automobile industry. Of twenty-five shirts tested, *Consumers' Digest*, in accordance with its policy of giving only recommended brands, lists sixteen.

Recommended

Real Silk (Real Silk Hosiery Mills, Inc., Indianapolis, Ind.) \$2.65. Regular (not fused) collar. Collar shrank to $\frac{3}{8}$ inch smaller than marked size, considerable for a shirt of this grade. Durability (lasting quality) very good, shirt giving approximately double the resistance to wear and laundering of those shirts having durability reported as fair. Not a silk shirt as the name might imply.

Qualified Recommendation

Fruit of the Loom (Eclipse-Needles Co., Eighth and Dauphin Sts., Philadelphia) \$1.65. Sleeve shrank to 1 inch shorter than marked size. Durability good, but fusing of collar was lost in laundering, which accounts perhaps in part for the good durability.

Lion "Robert Taylor" (M. Nirenberg Sons, Inc., 1140 Broadway, N. Y. C.) \$1.89. Madras. Collar shrank to $\frac{1}{2}$ inch below marked size. Sleeve shrank to $1\frac{1}{4}$ inches shorter than marked size. Durability fair.

Longwear (Distrib. New Process Co., Warren, Pa.) 3 for \$3.50. "Preshrunk"; collar shrank to $\frac{3}{8}$ inch below marked size. Durability rather poor. Fair value, considering low price.

Lord Pepperell (Pepperell Mfg. Co., Boston) \$1.65. *Sanforized shrunk*. Collar shrank to $\frac{3}{8}$ inch below marked size. Sleeve shrank to $1\frac{1}{4}$ inches shorter than marked size. Durability fair.

Piccadilly (Piccadilly Shirt Co., 12 N. Paca St., Baltimore) \$1.39. Collar shrank to about 1 inch smaller than marked size. Per dollar of cost, would afford the most service of any of the shirts tested. Care, however, must be taken when purchasing to allow for excessive shrinkage.

Towncraft (Distrib. J. C. Penney Co., chain stores) \$1.49. Preshrunk. Durability fair.

Tru-Val (Tru-Val Mfrs., Inc., 261 Fifth Ave., N. Y. C.) \$1.35. "Preshrunk"; collar shrank to $\frac{3}{8}$ inch below marked size. Breaking strength of fabric somewhat low. Durability fair.

Arrow Dart (Cluett, Peabody & Co., Inc., Troy, N. Y.) \$2.25. Durability of one of two samples, good; of other sample, poor.

Arrow Hitt (Cluett, Peabody & Co., Inc.) \$2. *Sanforized*

shrunk. Durability of three samples tested showed considerable variation.

Jayson (F. Jacobson & Sons, Inc., 1115 Broadway, N. Y. C.) \$2. Sleeve shrank to $1\frac{1}{4}$ inches shorter than marked size. Durability fair.

Jayson (F. Jacobson & Sons, Inc.) \$2. Percale. Sleeve shrank to 1 inch shorter than marked size. Durability fair.

Manhattan (The Manhattan Shirt Co., 444 Madison Ave., N. Y. C.) \$2. Durability fair.

Saks & Co., N. Y. C. \$2. Fused collar of one of two samples blistered after 12 launderings; of other sample, shrank to $\frac{1}{2}$ inch below marked size. Durability fair.

The Nobility, Cat. No. 35—210 (Distrib. Sears, Roebuck & Co.) \$1.80 plus postage. Collar shrank to $\frac{3}{8}$ inch below marked size. Durability fair.

Van Heusen (Phillips-Jones Corp., 1225 Broadway, N. Y. C.) \$2. Labeled "Won't shrink"; only a small amount of shrinkage found. *Van Heusen* woven collar (not fused). Durability fair.



Public Opinion and Price Maintenance

Public opinion is a peculiar thing and a fickle thing. And further than this we doubt that the general public of this country was ever greatly aware of attempts to enact price maintenance laws in the various states, so naturally they did not voice any objections to it. However, the more the general public learns of this situation, the more dangerous the situation becomes for the advocates of price maintenance. So the path of wisdom for the independent retail druggists is to say as little about price maintenance as they can so the public will not learn too much about it. For despite all arguments to the contrary, price maintenance was designed and conceived for the purpose of advancing prices, and this it has done.

The quiescent condition which appears on the surface of the price maintenance situation must not be taken as an indication that there is not seething underneath.

—*The Drug and Cosmetic Industry*

TRY ANYTHING ONCE

By
FLORINE STANYON

“OH, my stars and garters, there’s a gray hair as sure as I live and breathe.” I scrutinize my crowning glory more closely, turning the mirror from side to side. “There’s another—and another. Can it be possible that I’m growing old? Something has got to be done about it before those keen-eyed club women discover any tell-tale gray hairs.”

Some of the undesirable hairs are carefully separated from the brown ones and clipped off close to the scalp, while others are yanked out by the roots. There, they are fixed, temporarily at least.

With a secure feeling of having properly disposed of the problem, I attend my club meeting. I am simply dumbfounded when a woman who has the keenest, most penetrating eyes, gurgles delightedly, “I see you have a little frost in your hair.”

My eyes widen in a chilly stare, and I answer with feigned indifference, “Perhaps, some.” Then leaning forward and fixing my eyes critically on her hair, I add with keen satisfaction, “I believe you have some too, my de-ar. But it’s stylish, you know.”

Style is a splendid peg on which to hang, but it can never reconcile me to those first gray hairs or allay that first sinking feeling of depressing consciousness. The gray hairs are there and I can feel more sprouting every minute.

Evidently the scissors as a permanent means of elimination are out. Something else must be done and immediately.

The alluring advertisements in the women’s magazines fairly scream out that they have the answer. I study them diligently, clipping two or three that fit my case. The next step is to visit the corner drugstore.

With considerable embarrassment, I sidle in cautiously, hoping to find a sympathetic clerk; one a trifle older perhaps, who

may have had some personal experience with the disguising of gray hair.

I select a clerk with discrimination, disdaining the solicitous glances from the young girls. I finally approach a man who has a kindly face; one whose hair is slightly off-color. I am positive that he uses something. So he's my man.

I glance about to see if any of the club women are in the store and then ask in a whisper, "Have you something for gray hairs?"

"Yes, yes," he whispers back and smiles a most engaging crinkly smile, so confidential and understanding. "We have just the right preparation."

My spirits rise several degrees as he takes a large bottle from the shelf and fondles it affectionately. He speaks with a knowledge born of experience. "I have used this for a long time and can recommend it as being perfectly satisfactory."

He passes a hand caressingly over his head as I survey his rather dull brownish locks with hopeful interest. A dollar and a half reluctantly parts company with my purse.

I HURRY home in light-hearted anticipation, anxious to try this amazing preparation which promises to be even more amazing and miraculous when I read the glowing testimonials in the circular accompanying the bottle.

After shaking the bottle vigorously, I pour some of the dirty yellowish-brown mixture into a saucer. With the help of an old hairbrush, I apply the liquid to my hair. The stuff has every appearance of being compounded with sulphur and molasses, minus the stickiness—a near relative, perhaps, of that old-fashioned spring tonic.

I apply the mixture faithfully day after day, but no apparent change takes place. At last, my efforts are rewarded, and I am jubilant over the discovery that the gray hairs have taken on a sulphurish tone. But my joy is short lived. It's that woman again.

"By the way, my de-ar, what are you using on your hair?" she questions, as her eagle eyes scan my sulphured locks unrelentingly. I lie cheerfully and adroitly change the subject.

What shall I do now? Visit a beauty parlor, of course, and employ a trained and skillful operator. A person who professes to know all of the secrets of hair rejuvenation whereby gray, faded hair will regain its former lustrous, gleaming color and beauty.

The efficient head operator, whose perfectly waved, rigidly styled coiffure represents the most correct mode of present-day hairdressing, assures me smilingly and with entire confidence that my hair can be tinted successfully. In fact, it is just the right texture for the best results.

"Not dyed," she says, raising an alarmed eyebrow, "dyeing is passé. We tint now—much more effective."

No doubt the word dye is too close a reminder of Diamond Dyes at a dime a package. Tinting sounds more illusive and has an ultra-modern ring. I visualize myself enjoying the rich, silky tresses that I had when a girl in my teens.

With entire confidence, I submit to one immersion after another and emerge only to suffer a round of manipulations and applications containing the magic to make the tint "take."

After the waving, curling, and drying is completed, I am allowed to gaze at my rejuvenated tresses in the mirror. The strange color of my hair is positively startling. The reassuring operator purrs in my ear, "You look twenty years younger. Just wait until your husband sees you."

THAT'S just what I'm afraid of. I had managed to get by with my home applications without his noticing or even becoming suspicious. But now—if he doesn't see, I'll have to take slight comfort in the fact that he either has defective eyesight or is hopelessly color blind.

My fears are well founded, for his first remark does him credit in keen discernment. "For cripes sake, what've you done to your hair?"

My most convincing reasons are brought forth for his enlightenment, but they are cast aside, worthless.

"Some alibi," he snorts, "you wanted a different color to be in style."

Naturally after his reaction, I am self-conscious about ap-

pearing at the club with my newly tinted locks. A few prolonged stares in my direction verify my worst expectations. They have detected the tint. I know by the raised eyebrows and the twisted smiles. A whispered comment floats my way. "Don't look now, but she's had her hair dyed—awful color." I recognized the voice.

So tinting is out. My friends know it, my family knows it, and I know it.

My spirits are decidedly low, when out of a clear sky, I have a plausible solution of my most distressing problem. I am doomed to be gray headed anyway, why not have my hair bleached and get it over with? No pepper and salt stage that is a trying ordeal for any woman.

I select a different beauty parlor and submit to the intricate and mysterious operations of bleaching. The mirror reveals a beautiful blue-gray tone that should be entirely satisfactory.

"Does it make me look older?" I question anxiously.

"No indeed," assures the smiling operator, "on the contrary, it is flattering and youthful looking. Quite sophisticated."

That word gives me courage. I am sophisticated, whatever that means. It has a pleasant sound.

I AM to meet friend-husband down town for dinner. How will he take it? I haven't forgotten my tinted stage. He gives me an icy stare and says with biting scorn, "Again! By Jove, you look more like your grandmother than she does herself."

Horrors! Do I look that old? In the hotel dining room, I overhear a low voice saying, "I recognize the man but I don't know the woman. An older relative—probably an obligation wished off on him—but he's handsome, isn't he?"

The evening is spoiled for both of us. We eat in chilly silence. He doesn't offer any suggestion for the evening, and we ride home with an ominous tension between us that may break any moment.

When under our own roof, the battle royal begins. Heated arguments—futile explanations—threat of divorce—bitter tears. At last a truce is called. I depart for that long-

promised visit to my grandmother, hoping and praying that my hair will enter into the bargain and grow with surprising speed. The peace in our household rests on my hair's returning to its normal shade.

Every day, I look anxiously in the mirror to detect the first signs of natural color at the scalp line. I am even tempted to visit a drugstore for a concoction to encourage hair growth but fear the possibility of bald-headedness. I decide it is safer and wiser to let nature take its course.

Home again. Once more I am in the pepper and salt stage and happier than I've been in many moons. I have one regret, however, and think ruefully of the amount of money spent so foolishly in an attempt to disguise a few gray hairs. The slogan, "Try anything once," can be expensive and disillusioning.

* * * * *

Hair Dyes

IT is no longer news that many well-known hair dyes may be dangerous to health. Furthermore, there is no such thing as a "hair restorer" which will enable its user to recapture for her hair its original color once it has turned gray.

Hair dyes have been known to cause severe poisonings, skin inflammation, kidney trouble, and deafness. Under the cosmetic provisions of the new Food, Drug, and Cosmetic Act, all hair dyes of the aniline (coal-tar dye) type must carry on the label the following notice: "Caution—this product contains ingredients which may cause skin irritation on certain individuals and a preliminary test according to accompanying directions should first be made. This product must not be used for dyeing the eyelashes or eyebrows; to do so may cause blindness."

Metallic dyes which depend for their effectiveness on the use of lead, copper, silver, iron, mercury, and bismuth are also to be avoided for health's sake. In short, there is no hair dye known to science at the present time which is both certainly safe and surely effective.

DR. W. W. BAUER, Director of the Bureau of Health and Public Instruction of the American Medical Association, has evolved two formulas for brown hair dyes said to be safe, but no guarantee of their effectiveness is made. One is based on the dye found in the green hulls of black walnut shells gathered in late August or early September. The other depends for its action on an infusion of henna leaves.

The Bureau of Investigation of the American Medical Association, 535 North Dearborn Street, Chicago, has an extensive list of hair dyes which have been investigated available to interested inquirers at 15 cents a copy. Discussion of hair dyes by type and brand name will also be found in *Skin Deep*, by M. C. Phillips, which is doubtless available in most libraries.

Here is a brief summary of the essential ingredients of a number of well-known brands of hair dyes based on the findings of competent authorities:

Metallic Hair Dyes

The following were found to contain silver at the time of analysis: *Buckingham's Dye*, *Canute Water*, *Farr's for Gray Hair*, *Goldman's Gray Hair Color Restorer*, *Haywood's Nubian Hair Dye*, *Kalochrom*, *Richmond*, and *Triumph Hair Dye*.

The following were found to contain lead at the time of analysis: *Mrs. Allen's World's Hair Color Restorer*, *Barbo Compound*, *Coffelt's Hair Restorer*, *Domino-Tru-Tone*, *Dr. Durand's Acme Hair Rejuvenator*, *Dr. Tibbett's Hair Regenerator*, *Green Mountain Hair Color Restorer*, *Hay's Hair Health*, *Hess Hair-Milk*, *Kolor-Bak*, *La Creole*, *Lea's Hair Tonic*, *Monahato*, *Nu-Hair*, *Odell's Hair Color Restorer*, *Parker's Hair Balsam*, *Q-Ban Hair Color Restorer*, *Rawson's Hindoo Hair Restorer*, *Reva*, *Rhodes*, *Swissco*, *Well's Hair Balsam*, *Westphal's Hair Renewer*, *Wyeth's Sage & Sulphur Compound*, *Youthray*.

Aniline-Type (coal-tar) Hair Dyes

Clairol, *Eau Sublime*, *Golden Glint Shampoo*, *Inecto Rapid Notox*, *Instant Clairol Shampoo Oil Tint*, *Larieuse*, *Maison Jeunesse*, *Nesteen*, *Notox*, *Paragon*, *Rapidol*, *Simplex*.

Miscellaneous

Brownatone. Found to contain iron, copper, and pyrogallol.

Grayban. Product consisted of two liquids; one was found to contain a thiosulphate solution, the other a bismuth compound.

Don't Buy on Time It Costs More

By

WILLIAM S. WEISS

PETE WHITE, who heard that I conducted a Legal Clinic for people who wanted advice on practical problems like signing an installment contract, came in to see me about buying a new radio for \$90—\$10 down and the balance at the rate of \$10 a month. After he told me his story, I asked him if he had ever borrowed money from his bank. Proudly, he stated that he didn't need to borrow, that he lived on his salary and got along on that pretty well. I then suggested that he see his bank and ask on what terms he could borrow \$90.

The next day he reported that he could borrow that amount at 6 per cent, payable \$8 a month. I next suggested that he see the radio man and find out at what price the radio could be bought for cash. He found that he could

buy it for \$70, all cash. In this way, by intelligently using his bank credit, he not only was able to save \$20, less interest on the loan, but he had title to his radio from the day he bought it.

This business of title is much more important than purchasers usually realize. When anything is bought on the installment plan, the seller reserves the title until the installments have all been paid. This means that whatever is bought does not become the property of the purchaser until it is fully paid for. While it belongs to the seller, the latter, as part of the contract, lets the purchaser have possession of the article so long as he keeps up installment payments. But if there is a default in the payment of any installment, the seller has the right to yank the article back.

THIS is an extraordinary right which most sellers don't have. Ordinarily, if a purchaser cannot pay for what he buys, the seller must go to court, sue the purchaser, get a judgment, and have the sheriff levy, all of which takes time and gives the purchaser plenty of chance to see what he can do toward raising some money to pay his bill.

In the case of installment sales, however, the seller has a special remedy, because he is allowed, where the purchaser falls down on his payments, to step in and retake the article sold. This is an unusual thing to allow a seller to do, a drastic remedy which he is given only in the case of installment sales, and one which often results in real hardship to the purchaser. Installment contracts invariably provide that, where the seller retakes the article because the purchaser has failed to keep up his payments, this doesn't in any way relieve the purchaser from the necessity of paying the unpaid balance whenever he gets the money. As a result of this arrangement, a purchaser may find himself in the position of having to pay for the article long

after the seller has taken it back and resold it elsewhere.

Pete White, by borrowing the money from the bank and paying cash for his radio, took the transaction out of the class of installment sales. The seller got his money, Pete got his radio, and the deal was the ordinary one of purchase and sale with nobody having any right to use the drastic remedy of retaking the article. True, Pete was obligated to pay the bank whatever he borrowed from it with interest, but it is far safer to owe money to a bank than to the seller of the radio. First, the bank has not the right to retake but must go through the long, tedious process of suing Pete if he fails to pay, and second, the bank is accustomed to collecting debts from people and, being limited to the usual remedies, is much more likely to be reasonable than is the seller of the radio who has the special right to retake.

WHENEVER a prospective buyer can arrange to borrow the money required to purchase the article he desires, whether he borrows the money from a bank, from a lending company, or from

some friend of his, he is usually much better off—unless, of course, he has to pay usury.

The installment contract of purchase should contain very little more than the seller's promise to sell and the purchaser's promise to pay in installments, with the further provision that if the purchaser defaults, the seller can retake the article without relieving the purchaser of his obligation to continue payment. Sometimes, however, the seller in an

effort to protect himself inserts all kinds of unusual and burdensome clauses in the contract of sale. A purchaser who signs such a contract is likely to find himself in even more trouble than a purchaser under the ordinary installment contract.

The only safe policy for a purchaser is to show any installment contract he is asked to sign to a qualified advisor, preferably a lawyer, before he signs it.



Designations of U. S. Grades of Certain Foods

GRADE	CANNED VEGE- TABLES	CANNED FRUITS	EGGS (RETAIL)	DRESSED POULTRY	AMERICAN CHEESE	WHITE POTATOES	APPLES	LAMB	BEEF
1..	A	A	AA—Special	AA—Special	Extra Fancy	Fancy	Fancy	Prime	Prime
2..	B	B	A—Extra	A—Prime	Fancy	Extra No. 1	No. 1	Choice	Choice
3..	C	C	B—Standard	B—Choice	No. 1	No. 1	Commer- cial	Good	Good
4..	Sub- stand- ard	D	C—Trade	C—Commer- cial	No. 2	Commer- cial	Utility	Medium	Medium
5..		E			No. 3	No. 2	Unclassi- fied	Plain	Common
6..		F			Cull			Cull	Cutter
7..									Low Cutter

—“Terminology of Government Food Grades,”
by Ralph Russell, in the *Journal of Home Economics*

Little Digests

By

ROBERT S. KNERR

LESS and less we get for more and more. Ice cream filled with air; cream whipped with carbon dioxide to increase the volume; and now they give us "balloon bread." A patent has been granted for a process of baking bread that increases the size of the loaf 12.5 per cent with the same amount of flour. Addition of ascorbic acid (vitamin C) does it. Maybe some way will be found eventually for consumers to subsist on air alone—and save money by not buying bread and ice cream.

✕ ✕

USING college students as guinea pigs, investigators have found that radio commercial announcements stressing self-esteem (vanity, to put it bluntly) received the greatest response. Comfort, oddly enough, took last place—a cue for ad-plugging of easy chairs with "Be Beautiful," instead of "Be Comfortable."

✕ ✕

HEY, Ma, that man's in again! Charlie McCarthy in the movies, Charlie McCarthy on the air, Charlie McCarthy dolls. Now, for the benefit of a country that is enormously entertained by the voice of a ventriloquist's dummy on the radio, comes Charlie McCarthy greeting cards—a thin steel strip running from the pictured dummy's mouth emits squeaky greetings when a fingernail is run over the tiny ridges recorded on the strip.

✕ ✕

THE Canner's "art" didn't, after all, reach its ultimate peak with the canning of boiled rice and dried peas. We are now offered "Bowen Mashed Potato Shreds" for which the manufacturer claims that adding water gives "delicious mashed

potatoes minus the time and effort of the old-fashioned way!" All right, let's see 'em can lettuce!



STEP up, folks. Getcher corn meal, ground "slow and cool," from the Rose Mill. Five pounds of *deedlicious* corn meal for the small sum of one dollar—ten dimes. That's Miller Elijah Trumbull's (perfect name!) ballyhoo brought to a lower or pitchman's plane. Realizing that midwest—or "ordinary"—corn sells for forty cents a bushel, Mr. Trumbull gets his dollar a bag by using *special* corn—Mohawk Valley corn, no less. In plugging his product he reminds his prospects that the Mohawk Valley is the scene of the book, *Drums Along the Mohawk*—neglecting, however, to explain what that has to do with corn meal. Elijah Trumbull hails from Connecticut, by the way, in case you recall why Connecticut is called the Nutmeg State.



CHICAGO, Omaha, and St. Louis ice cream dealers are reported offering beetleware bowls with ice cream in an apparent effort to boost sales of their product. In San Francisco ice cream is being sold with glass bowls as special inducements, evidently with the same idea in mind. Less overrun (air) and filler—and better ice cream—might be a more effective way to sell more ice cream.



PGAD B. MOREHOUSE, watchdog of the Federal Trade Commission's radio and periodical division, is growling. Turning pale at the sound are advertisers and advertising agencies which have been passing the buck. Morehouse has become tired of questioning an advertiser about dubious copy, only to be told that it was prepared by the agency; then hearing from the agency that it was working under its client's orders. Can it be that the agencies will be scared into forming their own board of censors? Up to now, lotsa talk and no action.

THE Ohio Farm Bureau News, urging repeal of Ohio's so-called "fair trade act," quotes from an article in *Barron's* by Arundel Cotter. Using tooth paste as an example, Cotter says that price fixing has raised the retail price of many items of consumers' goods 20 to 30 per cent—although factory prices "have changed little, if at all."



THE Coleman mustard people have streamlined grandma's old cold cure and are now pushing mustard baths to "check overfatigue" and "soothe jangled nerves." The advertising copy is accompanied by the usual picture of the gorgeous girl in the bath tub. For Coleman's sake lovely womanhood is now to join the hot dog as an important user of that product.



THE Women's Advertising Club of Chicago and the Chicago Federated Advertising Club were co-sponsors of a consumer program in that city recently, and Crump Smith, publisher of *The American Consumer*, is reported to have delivered an address that may go down in history. Said Mr. Smith, according to *Advertising Age*, "The fashion element is relatively unimportant to the woman buying a dress." That'll be The Day! But the gentleman in question claims that he was misquoted.



OPPOSING "fair trade" practices, *Printer's Ink* hands a pat on the back to Belmont Frank, owner of a store in Vermont. Frank conducted—and won—a one-man crusade against a price-fixing bill before his State Legislature, using full page newspaper ads as his weapons. The magazine felicitates Frank on his achievement—and butters its own bread by calling attention to the effectiveness of full page ads.



SWEET Land of Gadgetry . . . SkateOmeter, which measures the miles traveled on roller skates for those who care . . . a birthday cake board—a board painted nice and fancy, intended to hold the cake in the center and providing holes for candles so wax doesn't drip on the cake.

GETTING THE MOST FROM YOUR IRON

THE electric iron is one of the most important electrical devices in the home today, but few housewives know how to choose and use their irons to the best advantage. The days when a housewife need only go to the general store for a couple of cast-iron "sad irons," which could be—and were—also used as doorstops and nut crackers, are gone. The formerly crude operation of ironing and pressing our clothes is now served by a precision device, which surveys indicate is used in 90 per cent of the homes wired for electricity.

Electric irons have undergone improvements and changes with the years. Many housewives who have old model irons wonder if they should get the newer models. That depends on whether the individual iron fulfills its purpose. Studies made several years ago at the Virginia Agricultural Experiment Station under the auspices of the Virginia Polytechnic Institute may provide some guidance to the homemaker in the choice and use of the electric iron.

Before going into details about the iron itself, some phases of the ironing process must be "ironed out." Many short cuts to expert work exist which eliminate trouble with "underdone" collars or scorching. These two common faults of home ironing involve both the actual process and the choice of the instrument.

The ironing process requires consideration of the proper dampening and sorting of the pieces to be ironed, control of the temperature of the iron, and proper use of the iron. These factors were studied by P. B. Potter and Frances

Hicks Bass of Virginia Polytechnic Institute and reported on in a pamphlet entitled "Selection and Use of the Electric Iron," which is briefly summarized here.

Dampening

The appearance of a newly ironed piece depends greatly upon the moisture content of the material. A too dry material will show "rough-dry" wrinkles when ironed, while a too wet piece may look well when finished but will have been harder to iron. Excess moisture also increases the consumption of electricity because the iron must supply heat for drying.

Experience is the only practical method of determining how moist material to be ironed should be. Figures can be given as to the ideal moisture content, but few housewives do their work in a laboratory. Even the research workers who made the tests at the Virginia Polytechnic Institute were able to offer no more exact instructions than "Cotton . . . is just damp enough to leave distinct wrinkles when held firmly in the hand. Rayon material . . . feels just damp and cold. Linen seems to be wetter." That appears to leave the housewife faced with the necessity of learning by experience the "feel" of each type of material she irons.

Dampening is seldom given the attention it deserves. Most housewives just "sprinkle" material to be ironed and let it go at that. Few people know how to get the moisture evenly distributed or how important it is. Tests showed that moisture content of sprinkled clothes from various sources varied between 19 and 90 per cent.

Observations indicate that a fine spray probably would give more even distribution of moisture than sprinkling by hand. Dipping garments in water and partly drying them served to give the very best distribution of moisture in tests. The latter method of dampening can be accomplished

by taking the clothes down from the line while still damp from the rinse water, or by dipping, then hanging again until ready to iron.

It may be interesting to know that the dampening method used in some commercial laundries is to transfer the clothing from the rinse water to an "extractor" which takes out most of the moisture. The material is then "dried down" by air to the proper point for ironing. Chinese laundries use either the drying down method or a fine spray.

Rayon must be dipped and partly dried, as sprinkling causes water spots that remain after ironing.

Ironing

Ironing tests showed that the automatic iron controlled by a thermostat with a variety of settings gave the best all around results. Some of these irons have the control marked "high," "medium," and "low." These markings were found to be more confusing than the corresponding markings of "linen," "cotton," and "silk." Most of the irons tested proved to be somewhat inaccurate in their markings, which makes it seem wise for the housewife to test her iron on samples of various materials to be ironed and to mark the iron according to her own observations before attempting to use it for the first time on important pieces.

Non-automatic irons will perform satisfactorily for some purposes but should never be used for ironing rayon. This material is too easily scorched to justify the use of an iron without some means of positively keeping the temperature low.

A hint that will save a little labor is to use an asbestos pad on which to rest the iron between movements. This pad eliminates the necessity of raising the iron to place it on a metal stand or the wrist twisting required to place the iron on a heel rest.

Selecting the Iron

"Bargain" irons are seldom a bargain. There are irons that may be purchased for as little as 98 cents, but it is doubtful if these are worth carrying home. The favorite price, as far as manufacturers are concerned, appears to run between \$5 and \$9 if an iron that is durable and dependable is desired.

Many women may be surprised to learn that pressure is a small factor in ironing. Observations show that an iron weighing $3\frac{3}{4}$ pounds is capable of doing satisfactory work after the operator gets used to it. This contrasts with the average weight of 5 pounds, 13 ounces for the irons used in the tests.

For regular household use a thermostatically controlled 1000-watt iron should be selected. Operating cost of a 1000-watt iron is no greater than that of a 660-watt iron, for the extra power consumed is offset by the shorter periods of time during which the current has to flow. Average electricity consumption amounts to about 7 kilowatt hours a month when the iron is used about $2\frac{3}{4}$ hours a week and costs about 30 cents at average electric rates.

The thermostatically controlled iron should have an "Off" setting on the control. The housewife should, if possible, make sure that the guarantee on this type of iron includes the thermostat which regulates the temperature. If such a guarantee is not given, she may have to apply to the manufacturer of the thermostat for correction of a defect or breakdown in that important element of the iron.

Since the cord has a much shorter life than the iron, an iron with a removable cord connection is desirable.

Button notches, extra heated points, special shapes, and other gadgets probably have little value except as "sales appeal." A pointed end and beveled edge are desirable, as are good plating and finish.

Table Tennis Balls

TABLE tennis, or ping-pong, as it was first known, is reported to have originated in Salem, Massachusetts, during the Gay Nineties. If, however, you think that it is a lady-like game for girls in long skirts, whalebone corsets, and tight sleeves, you are quite behind the times. Table tennis is a fast, swift game played by professionals as well as amateurs. It requires a high degree of skill, speed, and endurance in a professional or a high-ranking amateur player.

No doubt one of the reasons for the widespread popularity of table tennis is that the equipment is relatively inexpensive and the necessary space is available in many, though not all, homes. A nine-by-five table with sufficient foot room at each end, two small paddles (or bats), a net, and a few celluloid balls are all that is required. Good balls are particularly important. Indeed, certain specifications for official balls have been drawn up by the International Table Tennis Association.

In theory, a good table tennis ball should be a perfect hollow sphere of celluloid. The inner surface should be concentric with the outer, and there should be no seam or "belt." The rebound of the ball should be identical from any part of its surface. Due to the limitations of manufacturing processes, the perfect ball cannot be made.

IN order to help table tennis fans select the best ball possible, *Consumers' Digest* had one of its technical consultants study the problem of the characteristics of a good ball and devise test methods to determine which balls possessed certain or all these characteristics.

It is the consultant's opinion that the lap of the seam should be as narrow as possible. The balls should be uniform as regards diameter. Balance is important, since unbalance will cause a ball to "wobble" in flight. It was discovered that while the exterior of a ball may be a perfect sphere, the inner sphere may not be concentric. This defect will result in "soft spots" which cause erratic rebounds.

Rebound and rebound variation were measured. A good ball should rebound consistently, for erratic rebound makes it virtually impossible to play a steady game. Resistance to crushing was measured as well as resistance to abrasion. One factor which contributes greatly to the wear of balls is the abrasive action of the paddle, which is sometimes faced with sandpaper.

On the basis of our consultant's tests of these and other factors, we present the following ratings. Eleven brands were tested, but ratings of three balls have been omitted because they were judged not worthy of recommendation.

RECOMMENDED

Vim Official (Distrib. Vim Sporting Goods Stores) 75 cents for 6. A strong, well-made ball. Has a glossy finish which tended to make it more difficult to impart a spin to the ball. "Hard."

Coleman Clark (Made in England; distrib. P. Becker & Co., Chicago) \$1 for 6. Had official U.S.T.T.A. approval seal. A very fast ball. Uniform weight and stroking properties. Liked by players playing a driving game.

Mercury (Louis Sametz, Inc., Westport, Conn.) 75 cents for 6. Had official U.S.T.T.A. approval seal. A good ball, having good playing properties. Very uniform in weight. Good flight. Somewhat less strong than some others.

Reina (Made in France; distrib. General Sportcraft Co., Ltd., 232 Madison Ave., N. Y. C.) 60 cents for 6. Had official U.S.T.T.A. approval seal. A good, all-round ball, perhaps not so fast as some others, though this is necessarily a matter of opinion.

Super-Arrow "Official," Cat. No. 6 L 2551 (Distrib. Sears, Roebuck & Co.) 37 cents for 6, plus postage on box. Labeled "Approved by A.S.T.T.A." but balls did not carry separate approval seal of the U.S.T.T.A. Good properties. Did not run quite so uniform as others previously mentioned.

QUALIFIED RECOMMENDATION*

Victory (Made in England; distrib. P. Becker & Co., Chicago) 60 cents for 6. Had official U.S.T.T.A. approval seal. A good ball but tended to lack balance and showed variations in weight. In play was very susceptible to cut or spin.

Vim Official, No. 41 (Made in England; distrib. Vim Sporting Goods Stores) 60 cents for 6. A fair ball. Tended to poor balance.

Barna (Made in France; distrib. Charles Mintz & Co., 13 W. 42 St., N. Y. C.) \$1 for 6. Had official U.S.T.T.A. approval seal. Very lively in play. A good average ball.

V L & A (Distrib. Von Lengerke and Antoine, 33 S. Wabash, Chicago) 60 cents for 6.

Spalding Official Red Dot (A. G. Spalding & Bros., 105 Nassau St., N. Y. C.) 60 cents for 6.

Tatco Pro (Made in France; distrib. Table Tennis Corp. of America, Union City, N. J.) \$1.20 for 6. Had official U.S.T.T.A. approval seal. This ball had a scored surface to improve its stroking properties. A very fast ball with very good rebound. Tended to vary in size and weight, otherwise would have been listed under Recommended.

* There is believed to be little or no significant difference in quality among the balls grouped under Qualified Recommendation.

Laxative Drugs

What all these laxative manufacturers and the accessories to the crime of omission do not tell you is that none of these drugs are natural, that none of them are without danger, that all of them are habit forming, that in the presence of real intestinal ailments they can be harmful, dangerous even to life itself. . . .

—How to Conquer Constipation,
by Dr. J. F. Montague. J. B. Lippincott, N.Y.

Eating Your Way to the Fairs

DID you ever have an automobile trip ruined because the town you reached at mealtime didn't have a single restaurant or eating place that served good food or didn't smell of frying axle-grease? For those who plan to drive from distant parts of the country to visit either the New York World's Fair or the San Francisco Exposition, the food problem en route would seem to involve cooking camp style along the way or running some risk of ruining the digestion.

Although a guide to the nation's restaurants is of no help in a town where no good eating place exists, still it would aid you in routing your trip through towns and cities where likely places are to be found. In this connection *Adventures in Good Eating*, by Duncan Hines (856 West Adams St., Chicago, \$1.50) will provide a welcome supplement to your road maps. Collecting good eating places is a hobby with Mr. Hines. He first kept notes just for his own amusement, but as his list grew he was impressed by the frequent remark of other tourists that there ought to be a reliable directory of the most desirable inns available. When he finally decided to put his findings into print, however, there were many gaps. Alabama, for example, he had not visited at all and had to depend on another's judgment for recommendations in this state. There are a number of eating places recommended by others and not checked by Mr. Hines himself, but they are clearly indicated by special symbols.

ARE good meals to be had at low or moderate prices? Not too frequently, if one is to be guided entirely by the selections in *Adventures in Good Eating*. There is a hint in the introduction that Mr. Hines made his selections primarily for those to whom money is not a primary consideration. He says, "the most prosperous motorists do not hesitate to drive fairly long distances for a dinner which may cost them as much as three dollars or more a person—although the average is probably about a dollar and a quarter. There are thousands of these gasoline pilgrims to whom the price of a meal is a minor consideration—excepting as an indication of the quality of the food and service and the attractiveness of the 'background.' "

It is true, of course, that one cannot expect to find in the desert around the Grand Canyon the variety of restaurants serving good meals at low prices that can be found by diligent search in Boston, New York, San Francisco, and perhaps Chicago. There are, however, many people who appreciate good food who will regard Mr. Hines' average check of \$1.25 for dinner somewhat high. An excellent meal for two can be had for that price in New York's Automats. Hamburgers and good coffee are found for a small sum in the White Tower chain scattered throughout the East. There must be at least a few similar places en route from San Antonio to Chicago, Miami to Boston, Colorado Springs to San Francisco, and other points west. We say at least a few because some have told us that on a long motor trip across the country they have not been fortunate enough to find along the main highways eating places worth writing home about. It is to be admitted in this connection that there may be good eating places, but they tend often to be a few blocks or miles, as the case may be, off the highway. One possible way to locate them is to ask the local traffic policeman to recommend the best place in town (or nearby) to eat.

ALL of us like a good meal, well served in pleasant surroundings, but our pocketbooks won't stand the strain day after day, even if we have saved up for a grand vacation. What the tourists in this country really need is a guide to good meals and lodgings on the order of *Hand-Me-Down*, put out by the Holland-American Line at \$2 for American travelers getting about at minimum expense in European countries. As any European traveler will tell you, it's practically impossible to find in this country at any price bread like that made in England, or rolls like those served in Paris for breakfast. Surely, however, it ought to be possible to eat one's way to either coast and back again with an average expenditure for dinner of considerably less than \$1.25 a day.

Adventures in Good Eating will help in picking out the grander places for a splurge, and for the rest you will need to do a little adventuring yourself. Send in to *Consumers' Digest* the names and menus, if possible, of places that you discover serving good meals under one dollar. We think it's time someone studied the restaurant problem from the standpoint of people with small and moderate incomes. Perhaps we shall ourselves do a guide to good eating on thin pocketbooks some day.



Shock Hazard

Sometimes we find our neighbor making "four minute" frosting with her electric mixer in the double boiler over her range. No electric appliance should ever be used near metal objects, such as a range or sink, as a "short" may occur and the person using the appliance will receive a shock. The current flowing from the defective cord or appliance passes through the user's body on its way to the grounded range or sink. Severe shock or death usually results.

—Home Safety

Choosing Electric Lamps and Light Fixtures

SOME of the designs of lamps and other lighting fixtures found on the market today are very poor. The selection of a lamp or other lighting fixtures should depend upon the size and the type of furnishings with which it will be used, as many designs are too elaborate. Designs in light fixtures should be simple, inconspicuous, and easily cleaned. It is difficult to clean elaborate designs, and a dirty lamp produces a poor light.

The lamp should not only be of good design, but there should be harmony in the shape of the base with relation to the shade. For example, a square lamp base would need a square shade, while a round lamp base would require a round shade.

Balance is just as important as harmony in the selection of lighting fixtures. The base of the lamp should be heavy enough that it does not tilt over easily, and the shade should not be top heavy.

The proportion of the shade should be in keeping with the proportion of the base of the lamp; that is, a large shade would not look well with a small base. It is very important that the shade come down over the base to cover the bulb or the flame of the lamp.

Very little design is needed on a lamp shade or a lamp base, and if a design is used, it should be similar in both the shade and the base. About all the decoration needed on a lamp shade is one or more line designs in some harmonizing color around the top and bottom edges. Designs, as bunches of flowers, pictures of people or landscapes, should never be used on lamp shades as they shut out part of the light needed in the room.

Lamp shades are made of parchment paper, glass, and fitted cloth. A shade trimmed with artificial flowers, ribbon, fringe, and frills is neither beautiful nor practical; it is a dust catcher which cannot

be easily cleaned. White opaque or frosted glass is easily cleaned and gives much light. A lamp shade should have a light-colored lining and a diffusing bowl to give the best lighting.

Color in Relation to Light

Color is an important factor to consider when choosing lamps and light fixtures. It is usually recommended that all lamp shades have warm colors, such as ivory, cream, pale yellow, buff, pastel shades of tan, peach, apricot, and amber.

Dark colors should never be used in lamp shades, bulbs, or chimneys because a dark color absorbs light. In this case it would be necessary to use more lamps, or bulbs with a higher wattage.

The color of lamps and lighting fixtures should harmonize with the general color scheme of the room. A bright orange base lamp should never be used in a room where the predominating color is rose or pink. Light-colored walls, ceiling, and woodwork reflect

more light than dark colors.

Results of Poor Lighting

The bright sunlight or the glare from an uncovered light bulb causes . . . eyestrain. A room which has dark portions and bright spots of light rather than a uniform lightness causes the eye to constantly change and produces a strain on them.

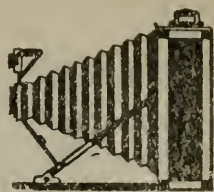
Poor lighting not only injures the eyes, but it increases fatigue, causes headaches, affects the nervous system, detracts attention, and causes the eye to function more slowly.

It is known that lighting definitely affects human efficiency, resources, and behavior. It is also known that seeing uses up a large amount of nervous energy and affects the rate of the heart beat.

Most people are born with good eyesight. Eye defects develop through abuse of the eyes. If proper care of the eyes is taken in early life, much of the defective vision can be prevented by having good lighting in the home.

Hocus Focus

By
PERCIVAL WILDE



IX and X—Filters

MORE nonsense, I believe, has been published about filters than about any other subject in the entire field of photography. According to the advertisements, any tyro can clip the gadgets over his lens and obtain “professional snap and sparkle,” “exquisite modeling,” “superb shadow detail,” and “clouds in the sky”—presumably even when there are none. He may even “cut out the ultra-violet,” a claim open to the criticism that ordinary glass, as poultry raisers are aware to their cost, cuts out a high percentage of those rays, and that a filter designed to do what any lens does more than sufficiently without its aid is, at best, a dubious investment. The intelligent use of filters may accomplish much—provided that every other factor is also intelligently controlled—but the amateur who purchases a set of three, six, or a dozen gaily colored and vertiginously priced bits of glass, and who does not understand their uses or the characteristics of the film he is using, is likely to succeed only in making a different kind of poor picture.

The general theory of filters could not be simpler. A colored glass, or a colored film sandwiched between two glass discs or between the components of a lens, will render lighter objects of its own color and darker objects of its complementary color. A graduated filter, whether colored or of “neutral density,” will cut down the excess sky illumination which blackens the film so completely that

clouds fail to register, or, if rotated through a suitable angle, will help to equalize an over-contrasty lighting. In photographing a street, for example, detail on the shady side may be preserved by turning the filter so that its darker end is toward the lighter side. In Florida I have not hesitated to turn the graduated filter upside down at times when the light from the sand and sea has been too intense, thereby allowing the sky, which the violent contrast would otherwise cause to photograph dark, to register correctly. The last must be considered a most exceptional use, not to be imitated thoughtlessly. A pale blue filter would have lightened the sky even more simply, permitting subsequent printing in of any desired clouds.

BUT so much understood, a thorough knowledge of the emulsion being used is indispensable. No two films are exactly alike, hence will not be identically affected by the same filter. The supersensitive pans, designed to record the entire lower end of the spectrum, will render reds light—frequently too light—and the use of a yellow filter, the combination I have usually seen, simply accentuates the error. The filter will emphasize clouds if they exist, though the film will record them without its aid; but it is harrowing, as the experimenter speedily discovers, to photograph a pretty girl with such equipment, and to find her lips rendered as if they were colorless, and her hair, if blonde, lightened to the point of albinism.

The portrait panchromatics, used for general work by many professionals because of their high green sensitivity, their sufficiently great speed, and the fact that their range can be converted almost to that of the supersensitive pans by a yellow filter, will render lips better. But these are obtainable exclusively as cut film, and despite the published laments of well-informed photographers, are not to be had either as roll-film or as film-pack.

The "ortho" films are by no means obsolete. Their landscapes are likely to be too uniform and heavy (though the great Misonne uses no other emulsions as a basis for his bromoils and "mediobromes"). They yield relatively dark faces, and they reproduce freckles and blemishes with painful fidelity; but if the photographer's object is to record the virility that is sometimes to be found in the human countenance, they have no superior. My portrait of Poultney Bigelow, which was lucky enough to be hung in the Boston International Salon, was made on this kind of film. I add, parenthetically, that having "crashed" the most difficult class in the most difficult salon, I immediately retired as an exhibitor. Other acceptances would have come as anti-climax.

IT IS my own practice to make a series of test negatives before attempting serious work with a new film. My wife dons her most colorful beach pajamas, seats herself in a yellow chair on a green lawn at a time when there are clouds in the sky, and I make one unfiltered shot and one more through each of the filters I possess. The performance is then repeated indoors, under photofloods. The resulting prints are carefully marked, and form a useful reference library: if I wish a certain effect, I need only duplicate a previously tested combination.

While the procedure is admittedly mechanical, it saves me from the error committed by a friend who wished to make a flattering photograph of a mulatto maiden whose complexion was the color of the conventional five-cent cup of coffee—plus a dash of Grade B milk. He wished to render her features light, and decided that an outdoor lighting plus a sky filter, graduated from a fairly dark yellow to complete transparency, would do the trick.

The result was amazing. He had chosen a day on which clouds were in the heavens. They registered beautifully—

even elegantly. They supplied a background for the girl's pasty-white forehead, gray nose and cheeks, and chocolate chin and throat. He did not show a print to his subject: she was in his employ, and while he had unquestionably graduated her, he did not wish to lose her.

X

THE American made filter is likely to be of the sandwich type and, despite objections raised by competing manufacturers, is a thoroughly dependable article. Several have been in my hands for eight or ten years, have been subjected to extremes of heat and cold, have crossed the Atlantic with me repeatedly, and are still in first-class condition. The imported type, made of colored glass, fetches a higher price, partly because of ballyhoo (the color is *in* the glass, as in a whiskey bottle!), and partly because of the great American inferiority complex. Salesmen, with a larger margin of profit in mind, can always explain why the yarn-dyed kind is better; but lenses and emulsions, being concerned merely with making pictures, cannot distinguish the difference. I am reliably informed that the sandwich type is the more popular with the Hollywood photographers.

The amateur may commence by acquiring a sky filter¹. The oblong style, sliding in a mount, is to be considered only when provision is made for incorporating it in a suitable lens-shade. As suggested in a preceding article, the shade should invariably be used, since a filter supplies no shading whatever, and is an insufficient protection, particularly when shooting into the light.

¹ Theoretically, since every part of the lens takes its part in the formation of the entire image, a graduated filter acts simply as an ordinary filter of the color represented by the average of the lighter and darker portions. Practically filters are generally used at some distance from the lens, depending on the manner in which they are mounted, and the effect of graduation is clearly visible on the ground glass.

A LIGHT yellow filter, Wratten K 1 or its equivalent may well come next. It will emphasize clouds, brighten landscapes, and in effect convert portrait panchromatic into supersensitive panchromatic film.

The medium yellow filter, K 2, is a matter of choice. It must be used with discrimination. While it will show up texture admirably in snow or in sand, its tendency is toward overcorrection.

If one other filter is to be acquired, it should be light green, Wratten X 1 or even lighter. When required, it will render reds darker, and in general will convert supersensitive to ortho for the photographer whose equipment does not permit him to shift readily from one to the other type of film.

These three or four filters should suffice. It is only the professional, who must be equipped to copy oil paintings, to deal with architecture, and to wrestle with that classic problem, the green object in the deep shadow, who need carry a larger kit.

The use of a viewing glass is always recommended. It permits the user to estimate intelligently what will be recorded on the film, and to avoid that sad occurrence in which reds, blues, and greens, side by side, are so similar in shade that a monochromatic rendering shows them as a continuous surface. One satisfactory viewing glass is to be had for \$5; another, which I am using, and which does its work well, fetches \$1.50.

I HAVE mentioned that filtering may be resorted to to obtain detail in sand. I was making such a picture the other day when I was approached by a lean, elderly Yankee, swinging a battered Kodak.

He questioned me, and I, with an article on filters on my mind, was glad to be questioned. I explained how filters would render light, or even invisible, colors identical with

their own. I related how one might place a blot of red ink on a drawing, and then, by copying it with panchromatic film and a red filter of the same shade, make the blot disappear while obtaining a photograph of what it had hidden underneath.

My questioner followed me intelligently—too intelligently. He said, "You see that thar pretty gal bathing in that thar yaller bathing suit? Naow, if I was to slip a yaller filter on the old Kodak, and take a pitcher of that thar pretty gal, what would I get?"

I said, "It's almost worth buying a yellow filter and finding out, isn't it?"



Synthetic Horseradish—A Type of Cheap Cheating

Ground turnip flavored with synthetic mustard oil is not horseradish; nor is grated parsnip root. Neither of them is "just as good," according to complaints that reach the Federal Food and Drug Administration from dealers and consumers who pay for ground horseradish and find these unacceptable substitutes lack the tang and flavor of the real article.

This food fraud is not practiced by reputable manufacturers and is not large in comparison with some of the more serious conditions which the Food and Drug workers encounter. It is, however, a good example of "cheap cheating," and arouses as much opposition among reputable dealers as among consumers, the Administration finds.

To handle these complaints the food technicians had to devise careful laboratory tests that would distinguish real horseradish from the cheaper substitutes. They succeeded, and are making this form of substitution too dangerous to be profitable. Inspectors, however, are still keeping an eye on the market and are ready to submit doubtful specimens for the kind of analysis that will detect adulterations.

—United States Department of Agriculture

How Long Should Sheets Wear!

HOW long a sheet should last, or how many washings it should stand before it is called *worn out*, is a difficult question to answer since the life of a sheet is quite as dependent upon how it is used and cared for as upon its construction.

If strong bleaches are used in laundering, the life of the sheet is decidedly shortened. Soft water is one of the greatest helps in freeing sheets of soil. In laundering sheets and pillowcases, plenty of soap and little or no bleach should be used and rinsing should be thorough. Irons that are too hot will gradually weaken cotton yarns even if the scorch is not deep enough to be seen.

Sheets should occasionally be folded in different places when ironed. If an ironer is used, a crease should not be made along the selvage by turning it in, since such creases soon wear through and the selvage will pull off. Sheets should not be placed in great piles, as the weight presses too heavily on the folds.

The average shrinkage of a sheet is about five inches. This shrinkage is sometimes exaggerated by the direction in which the sheet is ironed, as from end to end or from selvage to selvage. The direction of ironing should be reversed occasionally in order that the sheet will be more likely to retain its original dimensions.

As a part of a study of the durability of various American-grown cottons when made into fabrics, the Bureau of Home Economics of the United States Department of Agriculture recently tested the wearing qualities of some medium-weight sheets. They were laundered after every

Reprinted from "The Purchasing of Sheets and Pillowcases," by Beulah Blackmore, New York State College of Agriculture, Ithaca, N. Y.

night of use in a hotel. All were serviceable until used and laundered 197 times, and some lasted until used and laundered 252 times. It was also found that three-and-one-half-years storage caused no deterioration in unused sheets. Although this is a rough estimate of what may be expected in wear, it gives a definite indication. It is obvious that the kind of wear given sheets and the kind of laundering, as well as the length of fibers employed, the way the yarns are spun and twisted, the weaving and the finishing of the cloth in part determine the length of wear.

Housewives can estimate the length of wear of the sheets they have bought if they mark a certain number of sheets with the date when they were placed in service. The use of these sheets may then be rotated so that the number of washings can be estimated from the beginning of the use of the sheets to the time when they are no longer useful.

* * * * *

For the benefit of those who would like specific recommendations, we reproduce the results of a test recently made by Consumers' Research on ten brands of sheets.

Points determined in the test were: the actual torn length of each sheet and the width, the weight per square yard, depth of the hems, thread counts in warp and filling directions, percentage of sizing, tensile strength before and after washing five times, and percentage of shrinkage. In rating the sheets, particular weight was given to the amount of sizing, percentage of shrinkage and tensile strength after washing. Sheets were heavy-weight muslin, 72 x 108 inches, torn size, except where otherwise noted. Sizing above four per cent is rated as excessive. Of the ten sheets tested, we recommend the six which follow.

RECOMMENDED

Lady Fair, Cat. No. 96—1954 (Distrib. Sears, Roebuck &

Co.) 92 cents plus postage. 5.4 ounces per square yard. Amount of sizing considerable, but not excessive. Shrinkage somewhat higher than average but practically no loss of tensile strength in washing.

Utica (Utica & Mohawk Cotton Mills, Inc., Utica, N.Y.) \$1.14. 4.9 ounces per square yard. Sizing less than 1 per cent. Considerable loss of warp tensile strength after washing. Warp shrinkage somewhat higher than average but no shrinkage in the filling.

QUALIFIED RECOMMENDATION

Mohawk (Utica & Mohawk Cotton Mills, Inc.) 99 cents. 72 x 99 inches. 4.4 ounces per square yard. Medium weight. Sizing less than 1 per cent. Had highest warp tensile strength of all sheets tested before washing, but loss of warp tensile strength in washing was unduly large. Moderate loss of tensile strength in the filling in washing. Less than average shrinkage both in warp and filling.

Fruit of the Loom, Extra Weight (B. B. & R. Knight Corp., Providence, R.I.) \$1.19. Torn length 106½ inches instead of 108 inches as claimed. 4.9 ounces per square yard. Amount of sizing excessive, otherwise would have received an unqualified recommendation. Tensile strength held up very satisfactorily in washing. Number of stitches per inch in hem somewhat low. Shrinkage above average in the warp, and in the filling was highest of all sheets tested.

Pequot (Pequot Mills, Salem, Mass.) \$1.14. Torn length 106¾ inches instead of 108 inches as claimed. 4.7 ounces per square yard. Sizing less than 1 per cent. Considerable loss of tensile strength in washing, both in warp and filling. Less than average amount of warp shrinkage; practically no filling shrinkage.

Lady Pepperell (Pepperell Mfg. Co., Biddeford, Maine) \$1.49. Torn length 107¼ inches instead of 108 inches as claimed. 4.6 ounces per square yard. Amount of sizing just over 1 per cent. Warp tensile strength somewhat low after washing, but filling-wise strength was satisfactory. Warp shrinkage less than average; filling shrinkage slightly greater than average.



LETTERS TO THE EDITOR

New Haven Says T'ain't So

I wish to extend to you a most cordial invitation to make a trip on the New Haven Railroad in one of our day coaches. I have no idea where you may be located, but if in New York I would like you to make the trip from New York to New Haven as my guest.

The reason for this invitation you probably won't find hard to guess. It's your article ["See America First"] in March *Consumers' Digest*, which has just come to my attention, in which you say among other things:

"Among the eastern roads, only the B & O makes a real effort to offer its coach passengers comfortable and clean accommodations."

It just seems almost certain to me that you have not traveled on the New Haven in recent years, because we have, by and large, the finest passenger equipment in the country so far as coach travel is concerned. As a matter of fact, the New Haven's streamlined cars—designed by Walter Dorwin Teague—of which we now have 200 in regular service have been copied by railroads all over the country.

They are *beautiful* cars; they are decidedly *comfortable* cars; they are all *air-conditioned*; they are *practically noiseless*.

We have another 100 cars, the immediate predecessors of the streamliners, which are also extremely comfortable, air-conditioned, but did not have the benefit of Teague styling and interior decoration.

Really, the New Haven has made itself an enviable reputation for its splendid coach equipment, and I am surprised that you have not heard of it. So I repeat, I would like you to make the trip from New York to New Haven as my personal guest, on any of our regular through trains—and I know that from that time on you will include the New Haven in your thoughts as doing its utmost to make coach travel attractive.

LESLIE H. TYLER

New Haven, Conn.

✿ What do *Consumers' Digest* readers think of these new coach trains? We'd like some first hand experiences.

Scottish Woolen Mills

In your April issue of Consumers' Digest we find on page 44 a very interesting article entitled "What's Wrong With Men's Clothing?" We have known that there was something wrong with men's clothing for a great many years, but we were unable to put our finger on the trouble. Your article may be just what we have been looking for all these years.

Would you kindly furnish us the names and addresses of the several mills referred to in your article. We are very anxious to obtain samples of some of the materials mentioned.

L. D. BARRETT and E. J. GREEN
Atlanta, Ga.



Mr. Brindel writes us that a traveler returning from Scotland reports that most of the woolen mills there have been organized into an association through which all sales and exports are handled. The result is that it may be difficult to buy at retail from most of the mills at present.

From the standpoint of selection, variety of fabrics, and quality, Mr. Brindel recommends Peter Anderson, Ltd., Galashiels, Scotland. This mill he believes has not joined the association. He adds that in writing for samples it is a

good idea to give preference as to colors and fabrics. Bear in mind that English woollens tend to be heavier than those commonly worn in this country.

The Druggists—Some of Them Can't Take It

After reading your very enlightening article: The Price of a Prescription, I for one am discontinuing the sale of your magazine—if it can be called a magazine. . . .

As about nine tenths of your sheet are sold in Drug Stores I think you may find that you have killed the Goose That Laid The Golden Egg.

V. C. ARNOLD

Excelsior, Minn.

* * * *

Your article on page 39 [March issue] will be of no profit to you.

We have removed your magazine from the stand and are giving notice to the news dealer not to leave them here in the future.

HAROLD ARMSTRONG

Mattapan, Mass.

P. S. I am telling the druggists that I know to do the same.

* * * *

A great many people seem to have the habit of believing that which they wish to believe, the first opinion they hear or read.

That is the pity of such articles such as "The Price of a Prescription."

Not that the author is wrong about the use of the price code, but why make a mountain out of a mole hill?

He says "it is still far too generally used." There is nothing vicious about it. The difference in prices charged by pharmacists is small change. It is not to be expected that two pharmacists in different localities, buying materials at different price changes, could figure exactly alike. In my experience, that is the real reason for the code. How would you like to have a patron tell you that you ask five or ten cents more than the other fellow? Small stuff, but people "blow up" over slight differences in price on things that they do not want to buy. . . . To set a price under the other fellow does not seem ethical and may cause the customer to question the quality of the materials used. What does the practice amount to? The amount of money involved is trivial and the uniform price serves to keep everyone on an even keel.

I should not say that you have a racket, that you publish what folks want to read, nor that you are biased. You, no doubt, are sincere in wanting to do a service. Why then, Gentlemen do you not take the detrimental inferences out of your articles? . . .

Needless to say, your publication stays off my stand.

H. W. S. CARTER

Indianapolis, Ind.

✿ The article, "The Price of a Prescription," by Robert S. Knerr, in March, 1939, *Consumers' Digest*, pointed out how the druggists fix the prices of prescriptions by a code for the information of the next druggist so that the customer usually can't get them filled cheaper in a small town where overhead is lower than he can in the expensive shops on Madison Avenue in New York City or on State Street in Chicago.

Apparently pharmacists do not realize or are unwilling to admit that there is a wide difference in the education and skill of various pharmacists. It would seem only reasonable that in pharmacy as in medicine (where the charge for an office call may be anywhere from \$1 to \$50) the rate charged for service should not be uniform, but should reflect differences in skill and experience—and rent.

WASHING MACHINES

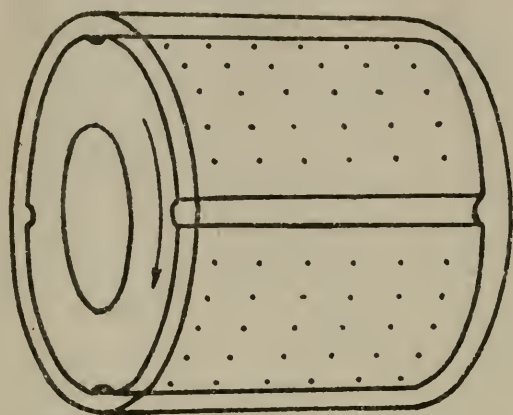
DURING the past year a million-dollar barrage has been directed at the public by mail, newspaper, and magazine advertising, announcing the latest development in the domestic washing machine field. The development was, of course, the launching on the market of what one advertisement called the "Revolutionary! Sensational! Miraculous! . . . wonder washer," variously known as "The Successor to the Washing Machine" and as the "Home Laundry"—in short, the *Bendix* washer.

Many a housewife may feel that any development which significantly reduces the drudgery of that ever-recurring task of laundering clothes does well merit some pretty large-scale spilling of adjectives; but in this case, as so often happens, the adman knew no limit—did not, indeed, recognize the boundary between truth and exaggeration.

The adman claimed for *Bendix*: "The utmost in simplicity . . . with fewer operating units. . ." but the machine had an electrically driven switch with multiple contacts, two magnetically operated inlet valves, a magnetically operated gearbox utilizing an overrunning clutch and a multiple-disk clutch, a bimetallic thermostat associated electrically with one of the magnetically operated valves, a selector switch, a float chamber and switch, a magnetically operated drain valve, not to mention the necessary washing mechanism and pump—something less than the utmost in simplicity most people will willingly agree.

The adman recklessly asserted that the *Bendix* was "the only vibrationless spinner on the market"; but as a matter

of fact, when the *Bendix* was not securely bolted down, the vibration of the loaded spinner caused the machine to move across the floor.



*Rotating cylinder washing action
(used in Bendix Home Laundry)*

"Built to last a Lifetime," is the slogan of the *Bendix*, but the tub and the ends of the rotating cylinder were galvanized iron. According to a government bulletin, galvanized tubs are far from ideally suited to use in the laundry.

The *Bendix* washing machine, in spite of certain faults which the advertising boys in their enthusiasm neglected to set forth for the guidance and information of consumers, was found to do a good job of washing clothes. The clothes were washed about as clean by this machine as by any other of the machines tested, and cleaner than by most of them. The drying operation, while much less effective than that of other machines, was judged sufficiently effective perhaps to suit most users.

No machines equipped with power wringers were included in the test reported because they have been proved in use to be extremely hazardous. (They have caused a great many crippling injuries and even a number of deaths.) No safety device with which these wringers have been equipped has, so far as we know, been demonstrated to give

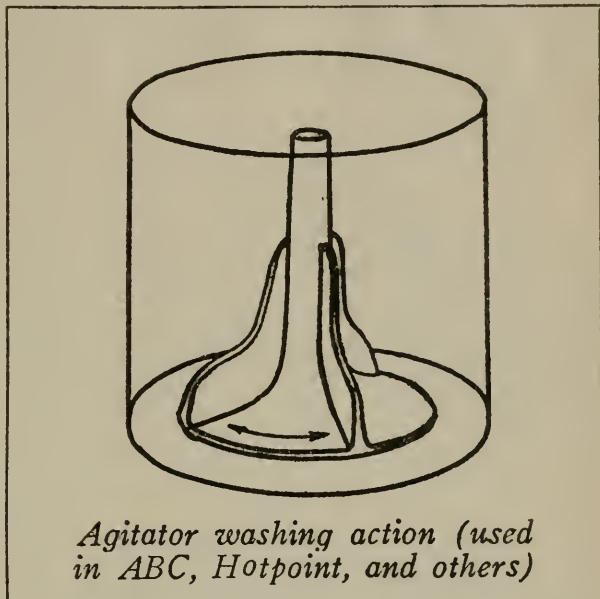
assuredly adequate protection against serious accidents.

All machines extracted the water from the clothes by a centrifugal dryer, by the process of spinning them. Besides being safer, this method removes a larger proportion of water than do power roll-wringers, saves time, and reduces creasing of the clothes and the breakage of buttons. Vibration of a spinner is, however, sometimes troublesome and may at times be so severe as to require stopping the spinner and distributing the clothes more evenly in the compartment.

All of the washing machines were carefully examined for suitable construction and were given the customary tests to determine the safety of electrical insulation. Safety of electrical insulation is a matter of particular importance with washing machines on account of the moisture always present and the usual proximity of plumbing, which increases the danger of shock when an insulation defect is present or develops in service. A permanent, workman-like job of grounding the machine by an electrician is a desirable safety precaution on any laundry appliance.

Ability to wash clothes effectively was determined by washing full loads in the machines.

Effectiveness of the spinners in extracting water was

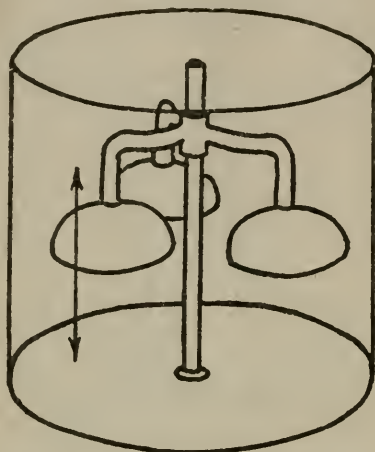


Agitator washing action (used in ABC, Hotpoint, and others)

determined by obtaining the weight of the water left in the clothes at the end of one-, two-, and three-minute periods of spinning (a five-minute period in the case of the

Bendix). The time required by the pump of each machine to empty the tub of water was noted.

The endurance test applied to each machine, with the exception of the *Bendix*, was one of four hundred hours of operation. The *Bendix* machine was operated for sixty-four complete washing cycles—a longer



*Vacuum-cup washing action
(used in Easy VD8)*

test being impossible for lack of time.

With but one minor exception, all the machines passed the customary tests for safety of electrical insulation. Ability to wash clothes clean varied considerably with the various machines, and also ability to wash different parts of the load to the same degree of cleanness.

Machines varied widely in their tendency to form the clothes into balls or wads during the period of washing—a matter which, of course, is important for its effect upon the washing action. All of the machines tested were judged to be reasonably easy on clothes and not to occasion excessive wear. Severity of wear on clothes by the different machines was determined only approximately, since accurate determinations were judged to require more time and outlay than interest in the subject seemed to warrant.

During the endurance test there were no important mechanical or other failures. Time required by the pumps to empty the tubs varied from 3 6/10 minutes to 7 1/10 minutes. Tubs of all machines except the *Bendix* were of porcelain-enameled metal inside and outside. Of seven machines tested, we present listings of only six, since one was not recommended.

Recommended

Easy Model VD8 (Easy Washing Machine Corp., Syracuse, N. Y.) \$159.95. "Vacuum-cup" type of washing action. 8-pound capacity (estimated, as maker did not state a capacity rating). Had no tendency to form clothes into balls or wads. Found to be one of the two machines most effective in washing ability of those tested. Rinsing in this machine required the clothes to be removed to a tub—an inconvenience which many consumers would wish to avoid.

Qualified Recommendation

Hotpoint, "The Patriot," Cat. No. 202 CD 82 (General Electric Co., Bridgeport, Conn.) \$109.95. Agitator type of washing action. Maker's capacity rating, 8 pounds. Washing ability good. Had a slight tendency to form clothes into balls or wads. Evenness of washing, average.

ABC Spinner, Model 177 (Altorfer Bros. Co., Peoria, Ill.) \$139.95. Agitator type. Maker's capacity rating, 7½ pounds. Washing ability good. Had some tendency to form clothes into balls or wads. Evenness of washing, average.

Apex, Model 221 (Apex Rotarex Corp., Cleveland) \$139.95. Agitator type. 7½-pound capacity (estimated, as maker did not state a capacity rating). Washing ability good. Had some tendency to form clothes into balls or wads. Evenness of washing, average.

Westinghouse, Model CSP-93 (Westinghouse Electric & Mfg. Co., E. Pittsburgh) \$139.95. Agitator type. Maker's capacity rating, 9 pounds. This machine, being found upon examination to be very similar to the *ABC Spinner*, was not tested but was given a qualified recommendation on the basis of the performance of the *ABC* with a 7½-pound load.

Bendix Home Laundry (Bendix Home Appliances, Inc., 610 Sherland Bldg., S. Bend, Ind.) About \$180. Rotating cylinder type of action. Maker's capacity rating, 9 pounds. The *Bendix* is a special type of washer designed to be nearly automatic in its washing action through the use of a system of automatic controls, serving to reduce the amount of attention demanded of the operator to a period of about 5 minutes per washing load. The cycle of operations consists, in summary, of a 10-minute soaking with lukewarm water (cylinder rotating at washing speed, 59 revolutions per minute), a 20-minute washing period (or shorter, depending upon the dial setting) with hot or lukewarm water (temperature depending on dial setting), a 2-minute spray rinse with hot or lukewarm water, an extraction period of 2 minutes (speed of cylinder changed to rapid rotation to remove the water), a tub rinse of 5 minutes with lukewarm water (slow rotation of cylinder), a spray rinse period of 2 minutes with lukewarm water, and a final extraction period of 5 minutes (again rapid rotation of the cylinder). The only action required of the operator during the washing process is (1) to put the clothes into the machine, (2) turn on the water faucets, (3) if desired, add soap at the beginning of the soaking period, (4) add soap at the beginning of the washing period, (5) move the dials to the correct indication at the beginning of the soaking and the washing periods, (6) remove the clothing, (7) clean the strainer at the completion of the washing, (8) turn off the water faucets. ¶Capacity of tub 5.9 gallons. Machine is connected by hose to hot and cold water supply and to drain. Machine must be bolted solidly to the floor to limit vibration. ¶The *Bendix* was found to be one of the two machines most effective in washing ability of those tested. It had a slight tendency to form clothes into balls or wads. Evenness of washing, average. ¶Extraction of water by this machine was much less complete than with the other machines in this test. On the present constructional characteristics of this machine, it can receive only a qualified recommendation. Were the execution of the design as to materials comparable with the washing performance of the machine, it would have received a Recommended rating. It is particularly important that this machine should be permanently grounded electrically at the time of its installation.

The Butcher Sells His Hand

By

RALPH M. BODENWEISER

WE have all had our laugh about the butcher who weighs his hand with every purchase, but would we laugh if the same sleight-of-hand artist picked money from our pockets every time we entered his store?

Everyone has seen the butcher hold onto a corner of the wrapping paper on which the meat rests on the scale as if to steady the scale. This is a common practice with many butchers, and in many cases results in the customer's being given short measure. Whenever a butcher puts his hand in contact with any part of the merchandise or movable mechanism of the scale before the indicating device comes to a complete stop, he is selling part of his hand.

A certain maharajah of India is said to apportion his bath water in small bottles which his subjects purchase for \$5 a bottle. In this transaction the customer really gets the water. The dishonest butcher apportions his hand among his customers all year round and in the end still has his hand—a real artist.

The only way to cure a butcher of this habit is to watch him while your meat is being weighed. Be certain that his hand is away from the scale, and read the weight as shown in the little window on your side of the scale. If he removes the purchase before the mechanism comes to rest he is guessing, and two to one he is guessing in his favor.

Ratings of 185 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names.)

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure
biog—biography
com—comedy
cr—crime and capture of criminals
hist—founded on historical incident
mel—melodrama

mus-com—musical comedy
mys—mystery
nov—dramatization of a novel
rom—romance
soc—social-problem drama
trav—travelogue

AA	A	B	C	
—	1	1	3	Adventures in Sahara mel AY
—	1	9	3	Adventures of Jane Arden mel AYC
—	—	1	2	Almost a Gentleman mel AYC
1	13	3	1	Ambush mel A
9	9	3	3	Angels with Dirty Faces mel A
—	5	10	4	Arrest Bulldog Drummond mel AY
3	6	8	8	Artists and Models Abroad com AY

AA	A	B	C	
8	16	1	1	Beachcomber, The rom A
—	3	5	5	Beauty for the Asking rom AY
—	3	4	3	Blackwell's Island mel A
—	7	5	1	Blondie com AYC
—	4	3	1	Blondie Meets the Boss com AYC
—	3	10	6	Boy Slaves mel A
13	7	1	1	Boys Town soc AY
—	4	5	3	Boy Trouble com AYC
5	15	2	2	Brother Rat com AY
—	3	4	6	Burn 'Em Up O'Connor mys AY
1	10	5	3	Cafe Society com AY
5	12	3	1	Carefree com AY
—	8	2	1	Charlie Chan in Honolulu mys AY
—	—	1	2	Chasing Danger com AY
11	15	5	—	Christmas Carol nov AYC
14	7	2	—	Citadel nov AY
—	—	5	1	Code of the Streets mel A
—	2	3	4	Comet Over Broadway mel AY
—	—	—	3	Convicts at Large com AY
—	—	2	3	Convicts' Code mel AY
2	11	6	2	Cowboy and the Lady com AYC
—	—	1	3	Crashin' Thru Danger mel AY
10	11	—	—	Dark Rapture trav AY
3	2	—	—	Dark Victory mel A
11	10	1	—	Dawn Patrol mel AY
—	2	2	—	Devil's Island mel A
—	—	12	3	Disbarred mel A
3	8	11	2	Dramatic School mel AY
2	3	4	2	Duke of West Point com AYC
7	5	3	1	Edge of the World adv AY
—	4	3	2	Everybody's Baby com AYC
—	3	1	—	Exile Express mel AY
1	10	4	1	Fast and Loose mys AY
—	2	—	2	Father O'Flynn rom AYC
—	3	2	—	Federal Man Hunt cr AYC
—	2	9	2	Fighting Thoroughbreds rom AYC
—	7	4	3	Fisherman's Wharf com AYC
—	—	2	1	Flight to Fame mel AY
—	2	9	7	Flirting with Fate com AYC
—	2	3	1	Flying Irishman adv AYC
—	—	2	3	Forbidden Music com AYC
—	—	2	4	Forged Passport mel AY
—	4	6	4	Four Girls in White rom AY
—	1	4	3	Gambling Ship mel AY
—	1	1	3	Gang Bullets cr AY
—	2	12	3	Girl Downstairs com AYC

AA	A	B	C	
—	7	6	1	Going Places com AY
5	10	—	—	Grand Illusion mel AY
6	14	3	—	Great Man Votes com AYC
18	4	—	2	Great Waltz biog AY
16	6	1	1	Gunga Din adv AY
—	6	7	6	Hard to Get com AYC
—	7	3	—	Heart of the North mel AYC
—	1	3	5	His Exciting Night com AY
—	—	3	2	Homicide Bureau mel A
2	9	6	2	Honolulu com AYC
—	1	3	—	Hound of the Baskervilles mys AY
3	6	5	2	Huckleberry Finn mel AYC
—	3	3	—	I Am a Criminal mel AY
2	6	1	—	Ice Follies of 1939 rom AYC
—	—	—	4	I Demand Payment mel A
9	13	3	—	Idiot's Delight com AY
15	6	—	1	If I Were King hist AY
—	3	5	7	Illegal Traffic mel A
—	—	3	1	I'm from Missouri com AYC
—	—	6	4	Inside Story mel AY
—	2	4	1	I Stand Accused mel AY
—	—	2	4	I Was a Convict mel AY
7	10	4	—	Jesse James mel A
4	11	3	2	Just Around the Corner com AYC
11	13	3	—	Kentucky rom AYC
—	—	4	5	King of Chinatown mel A
—	9	2	1	King of the Turf mel AY
—	2	3	3	King of the Underworld mel A
—	4	1	—	Lady and the Mob com AYC
8	8	1	—	Lady Vanishes mys AY
—	—	3	9	Last Express mys A
—	2	4	3	Last Warning mys AY
3	6	4	3	Let Freedom Ring mel AYC
—	4	3	2	Let Us Live mel A
1	10	3	3	Listen Darling com AYC
—	—	5	7	Little Orphan Annie mel AYC
13	6	—	—	Little Princess com AYC
—	4	4	11	Little Tough Guys in Society com AY
—	—	3	3	Lone Wolf Spy Hunt mel AY
—	1	4	—	Long Shot mel AY
4	5	—	—	Love Affair rom AY
11	8	1	—	Made for Each Other com AY
1	9	4	6	Mad Miss Manton com AY
10	11	3	—	Man to Remember mel AYC

AA	A	B	C	
6	7	8	3	Men with Wings adv AY
4	3	1	—	Midnight com AY
1	4	1	—	Mikado mus AYC
—	—	3	—	Mutiny of the Elsinore mel AY
—	2	1	—	Mr. Moto in Danger Island mys AY
—	2	1	2	Mr. Moto Takes a Vacation mys AY
—	—	2	5	Mysterious Miss X com AY
—	2	1	—	Mystery of Mr. Wong mel AY
—	—	1	2	Mystery of White Room mys AY
—	5	2	—	Mystery Plane mel AYC
—	1	3	—	My Wife's Relatives com AYC
—	6	4	1	Nancy Drew, Detective mys AYC
—	1	3	—	Nancy Drew, Reporter com AYC
—	—	2	4	Navy Secrets mys AY
—	2	2	4	Never Say Die com AY
—	1	3	2	Newsboys' Home mel AY
—	3	2	2	Next Time I Marry com AY
—	1	3	7	Off the Record mel AY
2	6	1	1	Oklahoma mel AY
1	2	5	8	One Third of a Nation soc A
—	—	2	1	On Trial mel AY
—	1	1	2	Orphans of the Street mel AYC
5	13	1	—	Out West with the Hardys com AYC
1	4	7	6	Pacific Liner mel A
—	—	3	—	Panama Patrol mel AY
—	2	4	1	Pardon Our Nerve com AYC
1	6	10	3	Paris Honeymoon com AYC
—	6	4	3	Peck's Bad Boy with the Circus com AYC
—	8	7	3	Persons in Hiding cr AY
—	1	5	—	Pride of the Navy mel AYC
20	4	1	—	Pygmalion com AY
—	—	—	3	Rebellious Daughters mel A
—	6	4	5	Ride a Crooked Mile mel A
—	—	6	1	Risky Business mel AY
—	5	9	1	St. Louis Blues mus-rom AY
—	9	3	4	Saint Strikes Back mys AY
—	7	7	10	Say It in French com A
—	1	5	2	School for Husbands com A
—	—	3	13	Secrets of a Nurse mel A
—	3	5	1	Secret Service of the Air mel AY
—	2	4	—	Sergeant Madden mel AY
1	5	5	5	Shining Hour rom A
5	12	4	1	Sing You Sinners com AYC
4	12	3	4	Sisters, The rom AY
—	1	3	2	Smashing the Spy Ring mel AY

AA	A	B	C	
1	5	3	1	Smiling Along com AY
—	2	2	—	Society Smugglers mel AYC
—	9	7	2	Son of Frankenstein
2	7	4	5	Spirit of Culver mel AYC
2	13	3	4	Spring Madness com AY
16	5	1	—	Stage Coach wes AY
—	14	2	—	Stand Up and Fight mel AYC
—	4	2	—	Strange Case of Dr. Meade mel AYC
—	1	3	2	Strange Faces mel AY
5	9	3	2	Submarine Patrol mel AY
—	1	—	3	Sudden Money com AYC
7	7	6	5	Suez rom AY
14	9	1	1	Sweethearts mus-rom AYC
—	—	5	3	Swing, Sister, Swing com AYC
—	6	7	6	Tailspin mel AY
1	15	2	—	Thanks for Everything com AY
—	11	4	5	Thanks for the Memory com AY
13	9	1	—	That Certain Age com AYC
4	16	5	1	There Goes My Heart com AY
—	4	6	5	There's That Woman Again mys AY
2	13	3	2	They Made Me a Criminal mel A
—	—	3	2	They Made Her a Spy mel AY
—	8	6	2	Three Musketeers com AY
2	3	—	—	Three Smart Girls Grow Up com AYC
2	4	3	1	Tom Sawyer, Detective nov AYC
7	9	4	2	Too Hot to Handle mel AY
3	8	5	—	Topper Takes a Trip com A
—	—	2	3	Torchy in Chinatown com AY
—	3	2	2	Tough Kid mel AYC
2	12	5	3	Trade Winds rom AY
—	1	5	7	Twelve Crowded Hours cr AY
—	5	8	6	Up the River com AY
—	4	—	—	Whispering Enemies mel AY
—	8	6	1	Wife, Husband and Friend com AY
4	8	4	3	Wings of the Navy adv AYC
—	1	2	3	Woman Doctor mel AY
—	1	3	—	Women in the Wind mel A
3	11	1	—	Yes, My Darling Daughter com A
3	8	4	1	You Can't Cheat an Honest Man com AYC
—	1	2	6	You Can't Get Away with Murder .cr AY
17	3	1	2	You Can't Take It with You com AY
13	9	1	—	Young in Heart, The com AYC
1	3	11	1	Zaza rom A

Control of the Clothes Moth

THESE are on the market today a number of solutions which, when applied to clothing, rugs, drapes, furniture covers, etc., are said to make them immune to moth attack. No solution will absolutely and permanently mothproof fabrics, although certain ones, when applied in the hot dye bath during the manufacturing process, more nearly achieve this desired result.

It would appear, however, that the better solutions now readily available impart a resistance to moths that is of very practical value when applied so that the treated fabric is thoroughly wet. Dry cleaning, washing, and exposure to light usually lessen in some degree, depending on the nature of the mothproofing solution used, the moth-resistant quality imparted by the original treatment. Aqueous fluoride solutions are readily removed by thorough washing in water, while solutions with a naphtha-like base are equally well removed by dry-cleaning processes. The United States Department of Agriculture does not approve or recommend mothproofing solutions that depend for their effectiveness upon arsenic in any form or amount.

Dry cleaning kills all forms of moths at the time of treatment, but does not impart moth resistance. Washing in a strong solution of neutral soap kills all moths but does not protect against reinfestation. Clothing just dry-cleaned or washed, if wrapped in paper with its edges well folded back or sealed carefully, will remain free from moths indefinitely if the paper is not broken. Sealing in unbroken hat boxes

Condensed from *Clothes Moths*, a Leaflet of the United States Department of Agriculture

or other cardboard boxes will accomplish the same result. The addition of some flake naphthalene is advised, to destroy any moth which may have gained access to the clothing.

Cold storage and fumigable commercial storage are excellent for the protection of furs, garments, rugs, or anything else, from moth injury.

Effect of Hot and Cold Weather

Clothes moth larvae are incapable of causing harm at 50 degrees Fahrenheit or below. They are killed within from one to two days by zero temperatures, and articles, such as clothing, rugs, and furniture, exposed to zero weather will be freed of moth life. Moth larvae have lived 67 days at 20 to 25 degrees Fahrenheit, and 283 days at 30 to 35 degrees Fahrenheit. In most parts of the country cold weather has little effect upon moths in buildings.

All forms of moths are killed upon exposure for a short time to temperatures of 125 to 130 degrees Fahrenheit. Newly hatched larvae die at 100 degrees. Where heat penetration is required, as in upholstered furniture, the interior itself, not the air about it, must be raised to 125 to 130 degrees Fahrenheit. Where heating facilities are available, entire houses can be superheated during hot summer weather, and this can be effective not only in destroying clothes moths but other common house pests such as carpet beetles and bedbugs. About 12 hours are required to get the desired temperature everywhere in the house.

The soft eggs are easily crushed or dislodged by thorough brushing. Pay particular attention to all seams, pockets, etc. Moths cannot stand bright sun. Larvae drop to the ground from clothing left hanging in the sun on the line, especially if no folds are present in which they can find protection from the light rays.

Good Housekeeping

In combating clothes moths it is important to keep floors and rugs well vacuum-cleaned. Woolen garments kept in closets and not packed away for the summer should be frequently sunned and brushed, and care should be taken to keep all woolen materials off the floor. Woolen rags or discarded woolen clothing left carelessly about the house are often a source of serious moth infestations.

Articles in a reasonably tight trunk, chest, or wooden box can be protected perfectly during the summer by scattering between the folds of the clothing, preferably between sheets of thin clean paper, one pound of either flake naphthalene or paradichlorobenzene. Keep all covers tightly closed. Four ounces will give protection under ideal conditions. These chemicals are cheap; it pays to overdose and be safe.

Treatment of Closet Contents

To control moths in a closet, brush thoroughly all clothing, clean the closet thoroughly, and seal all cracks in the plaster and about baseboards with crack fillers. Equip door-frames with rubber or felt gaskets against which the door can be shut tight at all points. Place on the top shelf, or hang in muslin bags from hooks, one pound of either flake naphthalene or paradichlorobenzene to each 100 cubic feet of closet space. The fumes given off by the slow evaporation of the crystals quickly stop moth larvae from feeding and ultimately kill them if the fumes are retained long enough in proper concentration.

Other Methods

Garment bags are of no value in themselves for killing moths, but if clothing free from moths is put into an unbroken garment bag that is tightly closed and sealed, the paper will keep moths out indefinitely. Once the moths get into the bags, either with the clothing or through breaks in

the paper or at the fastenings, damage will result. The smell of cedar or pine oil in the bag will not prevent this. Printer's ink on newspaper has no protective value.

Cardboard closets are of very doubtful value. Many are worthless. If very tight, they protect after the fashion of paper garment bags. The cedar or pine oil in these cardboard closets or boxes is of no practical use.

Cedar-lined closets as ordinarily installed in the average home cannot be depended upon to protect clothing from moths.

Chests of red cedar (*Juniperus virginiana*) made of $\frac{3}{4}$ -inch heartwood to the extent of 70 per cent of the chest proper are dependable protectors of clothing from moth attack *provided they are tight and in good condition and the clothing is freed from all stages of clothes moths before it is placed in them*. Chests of neutral woods lined with a thin cedar veneer are not dependable. Cedar chests may be veneered on the outside with hardwoods, such as walnut or mahogany, without affecting their value as moth protectors.

Fabrics Moths Do Not Eat

Moths do not eat cotton, linen, rayon, or other fabrics of vegetable fiber, or silk. Therefore drapes, furniture covers, and other articles made entirely of cotton, rayon, linen, or silk are not attacked. Moths will eat the woolen threads from woolen-cotton, woolen-rayon, or similar mixed-fiber fabrics, and in doing so may cut some of the vegetable fibers, just as they will eat a few small holes in cotton pillow covers if the feathers within become badly moth infested. Moths never cause injury in trunks or bureau drawers filled only with vegetable fabrics. In storing goods, pack together those things, like sheets, pillow cases, towels, and linen dresses, which need no protection from moths. Place woolens, furs, and animal products together in protected tight storage.

Cleaning Walls and Woodwork

WALLS and ceiling should be wiped weekly with a brush or a cloth bag over a broom. A wall, under ordinary conditions, cleaned weekly will not need redecorating or cleaning over a three- or four-year period. Flat paint is desirable for living, dining, and bedroom walls, but not for the kitchen. Walls in a kitchen become soiled from the grease and smoke and for this reason should be finished in something easy to clean. A semi-gloss paint or enamel should be used in kitchens. If enamel is used, there should be two coats of flat paint and then at least two of enamel. To keep the enamel from peeling, the walls should be sandpapered after each coat of paint is applied.

Painted or enameled walls may be cleaned by washing with a solution of one tablespoon of baking soda to each gallon of warm water. If the water is hard, it may be necessary to use two or three tablespoons of baking soda to the gallon of water. The water should be changed often as dirty water will not clean. Soap used on walls and woodwork causes streaks and dulls the surface.

After a painted wall is freshly cleaned or painted, a coating of very thin starch put on with a clean paint brush will protect the surface from grease and smoke and can be easily brushed or washed off when soiled. It does not show on the wall.

If the walls need a covering, wallpaper is suitable. It is inexpensive so the easiest way to clean is to replace it. If it is brushed or wiped off weekly, it will not soil quickly. Wallpaper can be cleaned with a commercial cleaner which is rubbed over the surface to absorb the grease and dirt.

Remove fresh grease spots from wallpaper by placing a blotter over the spot and holding a hot iron over it. If the spot has also absorbed dirt, dust Fuller's Earth on it, leave a few hours, then brush off. Repeat, if necessary. Oilcloth or waterproofed and washable papers make a good wall covering for the kitchen, as they may be cleaned with warm water and baking soda. If this type of finish is used, it is easier cleaned if kept varnished with a clear varnish. Paint can be used to cover such a surface when the color and design become undesirable.

Woodwork, too, must be kept clean by wiping weekly. This is easiest done if there is a long-handled brush or mop (not treated) which is kept clean for the woodwork. The tops of doors, door casings, panelings, and window casings require most attention.

For seasonal or annual cleaning, wash painted or enameled woodwork with a solution of one tablespoon of baking soda to a basin of water. For varnished woodwork use one tablespoon of kerosene or furniture polish to a basin of warm water. Wipe dry.

Accident Prevention

1. Have you a strong, safe stepladder for reaching heights?
2. Are halls and stairways safe and well lighted?
3. Are means taken to prevent rugs from slipping?
4. Is there a rubber mat in the bathtub to prevent slipping?
5. Are metal boxes provided for storing matches out of the reach of children?
6. Have you a screen for use in front of open fires?
7. Are all gas pipes and fixtures tight, to prevent leaks?
8. Are your furnace and stove pipes clean?
9. Do you keep a metal container for hot ashes?
10. Have you a cabinet, preferably locked, for poisons and medicines, out of the reach of children?

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January, 1939

Scale Model Railways, Muslin Sheets and Pillowcases, Gas Ranges, Men's Shirts, The Photo-flash Synchronizer, Concrete and Masonry in Home Building.

December, 1938

Christmas Tree Lights, Chocolates, Men's Socks, Cameras, A Critical Estimate of Three Modern Pianos, Leather Billfolds, Table-Model Radios, Electric Food Mixers, Home Workshop Equipment, Local-Station High-Fidelity Receivers.

November, 1938

Enlargers, Mouthwashes and Antiseptics, Electric Lamp Bulbs, Phonographs Again (general discussion and listings of 3 record-playing attachments and 2 record-playing accessories). Home Building (deals with selection of materials; wood and logs).

October, 1938

Toothbrushes; Household Glues, Cements, and Liquid Solders; Automobile Storage Batteries; Telephone Sets; Shoe Laces; Exterior Paints—Paste and Semi-Prepared; Men's and Women's Leather Shoes; Arsenic Spray Residues.

June, 1938

Mechanical Refrigerators, Tennis and Gymnasium Shoes, Lawn Mowers, Gas Ranges, Kitchen Cabinets, Electric Vacuum Cleaners.

May, 1938

Automobile Radio Sets, Buying an Egg Beater After-Shaving Lotions, Silverware Cleaners, Tennis Balls, Garden Hose, Electric Soldering Irons, Automobile Tire Gauges.

April, 1938

Travel Notes, Razor Blades, Electric Razors, Bath Salts, Mayonnaise, Photographic Exposure Meters.

March, 1938

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January, 1938

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Washington, N. J.

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Low Cost of Decorating
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Should Women Buy
Used Cars?

February, 1939

Fashions in Reducing
Chocolate Milk Drinks
Midol—"Patent
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Buying Bedspreads
Auto Derelicts Not a
Menace
Pass the Pickles
"Cold Cures"
An Engineer Looks at
1939 Autos

March, 1939

Canned Dog Food
Automobile Storage Batteries
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Traveling in America
Phonograph Records
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Making Good Coffee

April, 1939

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In Forthcoming Issues

Orthopedic and Corrective Footwear

A chiropodist speaks on the subject of shoes designed to "correct" foot defects and tells why they don't always do it.

No Raw Salad, Please

A summary of advice on why it might not be so advisable for you to take your lettuce, kale, carrots, cauliflower, and spinach raw.

Electric Food Mixers

An article which discusses the practicability of this kitchen appliance and lists three models recommended on the basis of scientific tests for performance, safety, and radio interference.

Consumers' Digest presents only recommended products in its listings, with the exception of motion pictures. It is to be noted that the absence of any brand from the recommended lists does not imply non-recommendation.

Address all communications to Editorial Office, Washington, N. J.

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Buying a Combination Radio-Phonograph

By
WALTER F. GRUENINGER

WHEN you consider buying a combination radio-phonograph, two problems confront you: the selection of a radio and the selection of a phonograph. Because the radio passes critical inspection does not necessarily mean the phonograph will, or vice versa.

Honest dealers often confess one part of the set does not reproduce as well as the other. Few dealers, however, tell you the frequency range of the set through the speaker—pertinent information to the consumer.

Before you march off to buy a set that may cost you more than \$275 for reproduction comparable to the most realistic obtainable in homes today, decide on the number of wave bands you want and the number of gadgets you are willing to buy, including push-button tuning and a rec-

ord changer. And don't forget that what you are seeking, in the final analysis, is a machine that *faithfully reproduces the original performance*.

A four-band tuner may bring you American and Canadian broadcast stations, foreign short-wave stations, amateur stations, police calls, airplane signals, and as one advertisement states, European long-wave broadcasts (when the set is in Europe!).

Only the infrequent short-wave foreign news broadcasts have met with success over here. Most listeners prefer to tune in broadcast stations located within a radius of 100 miles, and these appear on one wave band on the radio—545 to 176.4 meters (550 to 1700 kilocycles). You save money when you buy a set which is equipped with only one wave band.

PUSH-BUTTON tuning? Not entirely satisfactory. Its extra initial cost and the cost of rather frequent repairs are paid by the consumer. Some systems which rely entirely on push buttons and have no conventional type dial limit the number of stations to which you can listen. The dial system of tuning aided by a cathode ray tuning indicator, called by RCA a "magic eye," is preferable.

Record changers? On the whole, not recommended. Only the Capehart plays both sides of a record consecutively—2½ hours of music plus 20 seconds' interruption between disks while the slow-acting changing mechanism functions. The Capehart, though prices range from \$565 to \$2500, reproduces the original performance no more realistically than the best sets recommended at the end of this article. Record changers of other makes, the palm for which goes to Garrard, play for approximately 30 minutes before requiring reloading.

The case against all record changers lies in the points which follow:

1. There is reasonable doubt that any needle now

manufactured can play the full charge of records without unnecessary record wear.

2. You can turn the record more quickly by hand.

3. The rubbing of record surfaces against each other seems likely to cause wear.

4. The changers are particularly troublesome when loaded with slightly warped records.

5. Special "automatic" sets must be procured for all changers except the Capehart.

6. Your present "manual" sets cannot be used on any changer but the Capehart. This latter point is due to the fact that in a "manual" set of records, the music is recorded so that both sides of the first record must be played before going on to the second if the continuity of the music is to be preserved. "Automatic" sets permit playing but one side of each record in succession.

Leading record dealers tell me they sell 25 manual sets to one automatic set, indicating that the changer remains a gadget not generally used by the record connoisseur.

THE approximate maximum range for radio re-

production is 8,000 cycles, a limitation imposed under the Federal Communications Act. For faithful record reproduction the range required is about 7,500 cycles. Yet, few commercial instruments offer you as wide a range as this.

To reproduce all that most radio stations send over the air, therefore, your radio should have a "flat frequency response," through the loud speaker, over a tonal range of from 40 to 8,000 cycles per second.

A console model which includes a 12-inch dynamic speaker of 10-watt rating, about 10 watts of undistorted audio output, a broad-tuning receiving set unit, *and an adequate aerial* are essential to high-fidelity reception.

Since table or portable models do not house 12-inch speakers and provide adequate baffle area, low tones are not properly reproduced and fail to reach your ear. Hence these sets are not to be recommended.

WHEN you try a machine in a showroom, insist on operating the controls yourself. Notice particularly whether the high

frequencies are coming through: on the radio, are the sounds of the S and the F clearly discernible? on the phonograph can you hear the needle scratch? The absence of needle scratch may indicate the demonstrator is using a Recoton or Victor Red Seal needle which means you are not hearing all the high frequencies—*high fidelity and the presence of a background of needle scratch are inseparable.*

To hear the phonograph at its best insist on a half tone steel needle and a high-fidelity orchestral recording such as Victor Set 408, in which Toscanini conducts the Philharmonic Symphony Orchestra in Rossini's "Semiramide Overture." Better yet, to secure accurate comparisons, provide yourself with your own needles and records, the inherent qualities of which you are familiar with from previous experience.

If possible, get a demonstration in your own home. Arrange by the dealer's signed understanding in writing that you will be permitted to return the set after a short trial if you find that it is unsatisfactory.

SHARP-TUNING receivers unavoidably lose some of the high tones and may modify the timbre of certain instruments. Broad-tuning receivers are subject to interference. Some receivers permit a change from broad to sharp tuning when necessary.

Don't accept too readily the excuse of a clerk who explains that he cannot get your favorite station because of the firm's location and the consequent interference of tall buildings, electric power lines, etc.

Since only a very good and expensive magnetic pickup gives more faithful reproduction than a crystal pickup, you will get more faithful phonograph reproduction on the sets you are likely to consider with a crystal pickup, as a rule.

We think that "mystery controls" and similar complex arrangements are best avoided.

Nearly any set you buy will reproduce low tones more faithfully if you mount the speaker in a specially designed speaker cabinet, in your wall, or a closed door, or on a 4 by 4 foot baffle.

From six to ten tubes are

about the desirable number. Separate controls for bass and for treble are best for tone control purposes.

Of course you do not want to buy an ac-dc set unless you have or plan later to have direct current.

AUTOMATIC stoppers are not used by record connoisseurs because they go to the machine to turn the record anyway, and because on the most common type, the pressure exerted on the sides of the record groove just prior to stopping of the rotation causes additional wear on the record.

The phonograph turntable should be covered when playing to prevent the unnecessary hearing of needle scratch, motor hum, and needle vibration.

The price of the recommended combinations will seem high to people who had in mind purchasing for \$25 or so a cheaper set or a portable phonograph for which all of the usual claims of fidelity are made. It can, however, be stated as a reliable generalization that the cheaper combinations and all portable phonographs and radio-phonograph

combinations will give a quality of reproduction that cannot possibly be satisfactory or even interesting to the critical listener.

The following recommendations are based on the quality of reproduction as determined by listening tests and the author's personal experience.

Combination Radio-Phonograph Sets

RECOMMENDED

Scott Phantom (E. H. Scott Radio Laboratories, Inc., 4450 Ravenswood Ave., Chicago) \$278. Four wave bands, dial tuning, radio console with separate record player console.

Philharmonic Linear Standard (Philharmonic Radio Co., 54 W. 21 St., N.Y.C.) About \$264.50, depending on type of cabinet selected. One wave band, dial tuning, separate bass and treble controls.

QUALIFIED RECOMMENDATION

These sets are considered a good buy at the price although their performance is not considered as good as that of the sets listed under *Recommended*.

Tone (Tone, Inc., 35 W. 33 St., N.Y.C.) \$165. One wave band, dial tuning, Garrard automatic record changer, no tone controls, armchair console and specially designed separate speaker cabinet in choice of six woods, custom built, separate installation, 2-year guarantee.

Magnavox Hepplewhite, Model 38 (The Magnavox Co., Inc., Fort Wayne, Ind.) \$145. Three wave bands, dial and 6 station push-button tuning.

Lafayette, Model CC33 (Wholesale Radio Service Co., Inc., 100 Sixth Ave., N.Y.C.) \$139.50, plus delivery charges. Four wave bands, dial and 6 station push-button tuning.

Dekalion Basic Unit (Dekalion Associates, Amherst, Ohio) \$133.50. One wave band, dial tuning, chairside cabinet with speaker in separate reproducer screen.

Panama Hats

IT must be a surprise to many and even a disappointment to some tourists to find that Panama hats are not woven under water; and to top the wreck of this myth, is their discovery that these hats are not woven in Panama. It is all rather confusing to unlearn what appears to have been common knowledge.

The first small boom in Panama occurred when the Forty-niners returned from the gold coast via the sea route and overland across the Isthmus, for, at that time, Panama City was the chief trading port for the west coast of South America. The Spanish name "sombrero paja toquilla" even in those days was a bit too long and hard to roll on the tongue, so they just called them Panamas when back home, and nothing much has ever been done to correct it. Perhaps they also started the "made under water" myth, but others attribute it to the men before the mast.

At the time when the French were battling against innumerable difficulties in the construction of the Panama Canal, the first hats were exported to the Isthmus from Ecuador, and it is only natural, considering how popular this light straw hat became among the native workers as well as the tourists, that it should be given the name of Panama Hat, even though a hat of this nature has never been manufactured in Panama.

As is always the case when a particularly good article takes the fancy of the buying public, many imitations of the Ecuadorian hat have made their appearance in other lands. Today, Panama hats are manufactured in the Republics of Colombia and Peru, the latter country importing

Reprinted from "Panama Hats, the King of Straws" from the *Testing League Bulletin*, a subscription service of the United States Testing Co., 1415 Park Ave., Hoboken, N. J.

its straw from Ecuador. The Colombian hat, which is the most important competitor, labors under the handicap that its raw material is inferior to the Ecuadorian product.

The Japanese also manufacture a very similar article, so far as the weave is concerned, but made of a specially prepared paper, so the user of a "Toyo" should beware of rain storms if he would conserve his hat for future use.

THE fibers [of a genuine Panama] come from a species of palmetto quite common in most tropical countries, but which seems to have reached its finest development in Ecuador, Colombia, and northern Peru. These three countries are the largest producers, with Ecuador taking first rank in quantity and quality. The plant is cultivated and also grows wild. Many believe it should be picked only when the moon is full. The green leaves are placed in hot water, the pulp resulting is torn into fibers, which after being sun dried are carefully selected with all strands averaging some twenty-two inches in length. Even the very coarse hats have innumerable fibers, while the splendid specimens have finely split fibers running into many hundreds which the weaver's long thumb nail skillfully splits into the desired width. It appears a simple process to split these accurately, but his extreme dexterity gives the really difficult job an illusion of simplicity. The tensile strength of the strands is astonishing and accounts for the durability of the Panama.

A NUMBER of fibers are first gathered and woven into a core with more being added as it grows into the rings one perceives in the finished article. The finer the hat, the more rings it will have, and an average good hat possesses from seven to ten with the very finest running to thirteen and slightly more. When the top of the crown is completed, the weaver has inserted most of the fibers required and its appearance resembles that of a long-

bearded prophet. All fibers have to be meshed tightly, and if the day is hot and dry, will be occasionally moistened in water. An interesting feature seldom brought to light is that most fine hats are woven in the very early hours of the morning when the air is cool and moist.

The weaver's next step is to place his completed top crown on a round block, perfectly flat at each end, which is used throughout the rest of the weaving process and guides him for proper shaping.

A good hat will take at least two weeks or more depending on the weaver's skill and industry, while the extremely fine article runs into months of painstaking, patient work. During this long period on one hat, however, the weaver will leave off and work on medium grades to freshen his comeback on the more difficult job.

Experiments have been made with machines to duplicate the weaver's craft but to no avail, since the fibers are too sensitive to mesh properly in the intricate pattern.

THE coarse hats leave the weavers' hands unfinished with many fibers protruding from the brim and inner crown, while their color is of a faint brown. The exporter receives the hats from his agents after careful examination. He rejects such goods as are inferior in workmanship and then sends them to his cleaning factory where they are processed and prepared for shipment.

Sun and fresh air play a large part in this cleaning process. The hats are washed, blocked and ironed, bleached in sulphur fumes, a milk of sulphur brushed on to the hat, and then pounded with wooden mallets to give them flexibility and even out the weave. In the United States, the hats again undergo a chemical bleaching which reduces their weight by two thirds, but other countries use practically all their hats just as they leave the factory in Cuenca with only the addition of sweat band and ribbon.

For Indigestion—See Your Doctor

THAT little attack of indigestion for which you took a dose of bicarbonate of soda or some much-advertised nostrum may have been a symptom of something more serious. It might not have been the effects of the Welsh rarebit, lobster à la Newburgh, or Bavarian cream dessert which you had for lunch, but a warning that something was wrong with your appendix, kidneys, gall bladder, heart, or a symptom of stomach ulcer, or even cancer.

For people over forty, chronic dyspepsia must be considered of grave significance according to Drs. Andrew B. Rivers and Antonio E. Mendes Ferreira of the Mayo Clinic in reporting their analysis of 4223 cases of chronic indigestion among persons of various ages.

Advertising in newspapers, periodicals, on billboards, and over the radio give instructions on how to "cure" indigestion by easy, inexpensive

methods. What the layman does not realize, however, is that this condition is not a disease, but a symptom, the cause of which may range from improper diet or a strong emotional disturbance to acute appendicitis, apoplexy, or stomach ulcer. Among persons under forty, the two Mayo Clinic physicians found that the chances are usually fifty-fifty that digestive upsets are the result of too much hurry or worry.

AN acute pain in the abdomen requires immediate medical attention. Pending the doctor's arrival, the sufferer should not be given food or a cathartic. If the trouble is appendicitis, taking a laxative or cathartic may result in a ruptured appendix or general abdominal inflammation. Indigestion which is less acute should cause one to scrutinize his diet and eating habits carefully; if the difficulty still persists, a careful

medical examination is indicated.

There are a number of foods which have been reported to cause gastric distress. These include hot breads, too much cereal, particularly oatmeal, too much sugar and other sweets, and fried foods. Other items that may need to be avoided in such cases are sweet potatoes, cabbage, turnips, onions, spices, and rich condiments.

HERE are a few words of advice on perfect digestion from various authorities on medical care:

1. Don't eat when nervous, worried, overtired, or overheated.

2. Avoid the use of ice water and of iced desserts.

3. Be sure your teeth are properly attended to at regular intervals.

4. Eat at regular hours and in pleasant surroundings wherever possible.

5. Relax at meal time, and forget business and worries.

6. Avoid foods you know are pretty likely to disagree with you.

7. Don't dose yourself.

8. Go easy on alcoholic liquors of all sorts.

Just in case you thought there was some magic property in *Bell-ans*, *Tums*, or *Bisodol*, for example, that would render you immune to any unhappy consequences of gastronomical indiscretions, let's look at their records.

BELL-ANS currently advertised to "help stomach digest food without laxatives," "to make the excess stomach fluid harmless, relieve distress in no time and put you back on your feet" was exposed by the American Medical Association back in 1915. Originally called Pa-pay-ans (Bell) it was believed to have changed its name to comply with the original Federal Food and Drugs Act since the Medical Association's chemists were unable to find any appreciable amount of papain in the product. It was composed essentially of bicarbonate of soda, ginger, and charcoal.

In those days the company claimed that *Bell-ans* "relieves vomiting in pregnancy, alcoholism, seasickness and Cholera Morbus" and that "there is no derangement of the digestive organs upon which the proper dose of *Bell-ans* (Pa-

pay-ans, Bell) will not act quickly, pleasantly, and favorably." As the reader may readily observe, the current claims have been toned down a bit, but there is no reason to suppose that charcoal, baking soda, and ginger are any more effective today than they were back in 1915.

TUMS for acid indigestion claim to provide "quick sure relief for acid indigestion, sour stomach, heartburn, gas, after-eating distress." One of their circulars claims that this product was developed to fill the need of multitudes for a safe, *scientific*, and effective way to relieve the painful symptoms of acid indigestion.

To prove that *Tums* are scientific, the circular contains a small piece of pink litmus paper which you are invited to immerse in a glass of water in which two *Tums* have been dissolved. "You will find," continues the circular, "that there is no change in the color at all, showing that *Tums* are neutral." Then you are urged to add vinegar or lemon juice to the water, wait for the effervescence and try again. Still no change. But if you

dissolve soda in another glass of water and dip the litmus paper, it will turn blue. "This," says the circular, "proves that *Tums* do not contain soda and are alkaline and soluble only in the presence of an acid."

Just what does all this scientific sounding jargon prove about the value of taking *Tums*? The answer is undoubtedly to be found in part in a study of the acid condition of the stomach made several years ago by Drs. Zachary Sagal, Jerome A. Marks, and John L. Kantor of New York City who found that in many cases of heartburn there was little or no acid in the stomach. An analysis of *Tums* made by the North Dakota State Regulatory Department showed that they consisted chiefly of chalk and sugar flavored with peppermint. Harmless? Certainly—except as they might delay a visit to the doctor of a person suffering from something more serious than indigestion from indiscreet eating habits.

BISODOL is another popular preparation which made such extravagant claims that the Federal Trade Com-

mission felt called upon to take action against it. As a result, the company finally agreed "to stop asserting that its preparation 'will banish' or 'correct any discomfort of the stomach; that the product is a new discovery, and is totally different from anything else.'"

When *Bisodol* was examined by the American Dental Association's Bureau of Chemistry, it was found to consist essentially of magnesium carbonate, baking soda, bismuth subnitrate, and oil of peppermint for flavor. "The amount of bismuth subnitrate," according to the report, "in a single dose . . . is so small that for all practical purposes it might as well be omitted." For a number of reasons including the fact that it was marketed with unwarranted, misleading, and ridiculous claims, the Council on

Dental Therapeutics of the American Dental Association refused to include *Bisodol* in *Accepted Dental Remedies*.

Next time you are bombarded with alluring suggestions that you can make a pig of yourself and suffer no ill effects by taking some pill or powder, use your common sense. Scientific medicine has done much to relieve the suffering of human beings, but even Science is not a miracle-worker. It has not found a method, medicine, or device saving you from the consequences of defying the laws of nature by eating too much rich food. If you have indigestion, find out what foods or habits of eating and drinking are causing your distress and eliminate or change them. If that procedure fails to effect improvement, see your doctor without delay.

The Great American Cure-All

From the Castoria of cradle days to the salts of senility the constant endeavor of most of our population is to try out some new laxative whenever health takes a holiday. What a simple laxative may do, particularly the one ballyhooed in any particular "ad," taxes comprehension. It will "help Nature throw off a cold," it "rids you of gas," "takes away pains in the back," "makes head colds a thing of the past," "permits you to sleep soundly," "helps you reduce," "makes it unnecessary for you to envy those winter vacations," "brings happiness to millions of sufferers and makes it unnecessary for you to want to marry your boss. . . ."

—*How to Conquer Constipation*,
by Dr. J. F. Montague. J. B. Lippincott, N.Y.C.

Shining Up the Old Car

A Report on Automobile Polishes and Waxes

ONE of the surest signs of spring, as reliable perhaps as the arrival of the first robin, is the sight of some car owner, armed with bucket, sponges, chamois, and hose, "shining up the old boat." In spite of skinned knuckles, an accidental cold bath or two from a mishandled hose, and an aching back and arms, the victim can usually be seen at the end of the job looking over his handiwork with a great deal of pride and satisfaction.

The problem which faces the car owner in this case is that of restoring and maintaining the gloss of the original finish. Virtually all modern cars are finished with lacquer, though some manufacturers may use baked enamel on fenders and aprons, for example. This lacquer is composed largely of nitrocellulose, an organic material which slowly weathers away as the elements act upon it, leaving a surface consisting of minute particles of pigment from between which the nitrocellulose has been eroded. The finish then presents a dull appearance, due to the diffuse scattering of the light reflected from the no longer smooth surface.

This type of lacquer failure is known as "chalking." It gives an appearance of dullness when the size of the particles causing the roughness is no larger than the wavelength of the light involved. The dullness is usually increased, of course, by a deposit of dirt and grease.

In order to restore the original bright finish, all roughness and any foreign materials must be removed. Some kind of protective coating (which slows down the weathering of the lacquer and prevents the adherence of dirt) may then be applied to maintain the polish. Several methods or combinations of methods may be used to maintain or restore luster, each, of course, having its advantages and disadvantages.

Washing

Washing has a definite place in the care of the car. Mud or heavy deposits of dust which have been thrown up by the car wheels should be washed off to avoid damage to the finish. (Air-floated dust is much less abrasive and seldom produces serious scratches when removed dry.) Washing with soap will take off light films of "road haze" and remove residual wax, thus preparing the body for rewaxing, unless the lacquer has chalked seriously. If soap is used, a vegetable-oil potash (soft) soap is perhaps preferable.

The choice of the correct soap is important, since an improper soap will streak when dried. If soap is used, it is very important that rinsing should be complete, since the alkali present can be very harmful to the lacquer if allowed to remain on the surface. A final rub-off with a chamois is also essential.

Washing, either with plain water or with soap and water, while perhaps requiring less labor than other methods, will neither arrest deterioration of the lacquer nor remove the resulting dullness. On the other hand, it may be a satisfactory method of maintaining the finish for car owners who plan to turn in their cars before lacquer deterioration has become objectionable.

Liquid Polishes or Cleaner-Polishes

Liquid polishes or cleaner-polishes are intended to clean

and polish in one operation. They therefore commonly contain a mild abrasive for removing the decomposed finish, and an oil to give the surface a polish. (It is very important that the abrasive be of such a character as not to scratch the surface of the *undecomposed* lacquer.) Although they are relatively easy to use, the durability and the protection afforded the finish by these polishes are relatively short lived. Results of a test made by Consumers' Research indicate that the life of the polishes tested (and presumably of all such polishes) is, under continuous exposure to the weather, about one week. However, the removal of the haze from the lacquer restores the original color and brightness of the lacquer itself, and this condition may persist for some time after all traces of the liquid polish have departed. Wax may be used, of course, the better to preserve this brightness.

Wax Finishes and Pre-Wax Cleaners

It is generally agreed that a *wax* finish is the best method now available to protect the finish of an automobile. Unfortunately a great deal of labor is required in its application. Moreover, to be satisfactory, wax should be applied to a strictly clean surface.

If the finish is badly deteriorated so that an ordinary polish will not easily restore it, the use of a cleaning agent may be called for. These cleaning agents usually contain harsher abrasives than the cleaner-polishes of the group previously discussed, and should therefore be used infrequently and carefully, if one is to avoid the ultimate removal of the entire lacquer film. Special care needs to be exercised to avoid the removal of hair lines and striping.

Whether a liquid or a paste cleaner is to be chosen depends entirely upon individual preference (although the paste will probably be more economical), but the manufacturer's directions for use should be carefully followed in

either case. Too frequent use of cleaners may, and should, be avoided by the proper maintenance of finish with wax or polish.

In applying wax it is important that it should not be applied too heavily. A finished wax film is very thin and to produce it requires considerable buffing at best. If too much wax is used, the excess must first be rubbed away to another area (and a considerable amount of energy wasted) before a luster can be obtained. When applying wax, therefore, use only a little on the cloth and spread it as far as it will go. If a thicker finish coat is wanted, a second coat may be applied after the first has been rubbed to a luster. (Thick coatings of wax, however, tend to water-spot.) Additional coats of wax may be added without the use of a cleaner at any time before the end of the service life of the previous coating. Dusting or washing the surface with plain water is usually the only preparation then needed.

The ratings which follow are based on actual use tests recently made by Consumers' Research.

Liquid Polishes and Cleaner-Polishes

RECOMMENDED

Cross Country Cleaner and Polish, Cat. No. 28—7000 (Distrib. Sears, Roebuck & Co.) 45 cents plus postage for 20 ounces (36 cents per pint). Polishes well. The abrasive present was a very mild one.

QUALIFIED RECOMMENDATION

Duco No. 7 Polish "Speed Blend" (E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.) 59 cents for 16 ounces. Abrasive present was very mild. Would rate an unqualified recommendation except that its use did not yield so bright a luster as other polishes of this type.

Mobilgloss Cleaner and Polish (Socony-Vacuum Oil Co.,

N.Y.C.) 50 cents for 12 ounces (66 cents per pint). Finished well, but moderately abrasive in effect.

Wards Combination Cleaner and Wax, Cat. No. 61—9550 (Distrib. Montgomery Ward & Co.) 49 cents plus postage for 12 ounces (65 cents per pint). This rating applies only when product is used as a *polish*. Due to wax content this preparation yielded a more durable film than the ordinary polish.

Pre-Wax Cleaners

(for use before waxing)

RECOMMENDED

Du Pont Duco Cleaner—7 (E. I. du Pont de Nemours & Co., Inc.) 39 cents for 16 ounces. Liquid cleaner. Abrasive present was very mild for this type of material. (There is also a *Du Pont Duco* Cleaner and Polish with which this product should not be confused.) Cleaned well but had poor polishing ability (polishing ability claimed on can).

QUALIFIED RECOMMENDATION

Simoniz Kleener (The Simoniz Co., 2100 Indiana Ave., Chicago) 44 cents for 12 ounces (59 cents per pound). Moderately abrasive. Cleaned well. Light pressure, with some additional water on the rag, assists in cleaning.

Goodrich Wax Prep (B. F. Goodrich Co., Akron, Ohio) 48 cents for 8 ounces (96 cents per pint). Action of abrasive tended to be harsh. Liquid ingredients present judged not harmful to lacquer.

Waxes

Use tests of the following waxes showed no significant performance differences except in tendency to show water spots. This can be largely prevented by using thin applications.

RECOMMENDED

Johnson's Auto Wax (S. C. Johnson & Son, Racine, Wisc.) (3-ounce can "free" with Cleaner and Polish.) Was especial-

ly resistant to water-spotting and had good appearance when applied.

Goodrich Lustre Wax (B. F. Goodrich Co.) 48 cents for 8 ounces (96 cents per pound). Unless applied in very thin coating, was very susceptible to water-spotting. Applied well, though its use called for thorough buffing.

Simoniz (The Simoniz Co.) 44 cents for 7 ounces (\$1 per pound). This polish was also susceptible to water-spotting unless thinly applied and thoroughly buffed.

No. 7 Duco Wax (E. I. du Pont de Nemours & Co., Inc.) 39 cents for 7 ounces (89 cents per pound). Very similar in character to *Simoniz* wax.

Mobilwax (Socony-Vacuum Oil Co.) 50 cents for 8 ounces (\$1 per pound). A water emulsion. Resisted water-spotting very well. Covered well.

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For and Against Wool Products Label Bill

Wyoming wool growers are in favor of the passage of the pending Schwartz Wool Products Labeling Bill, according to J. Byron Wilson, secretary of the wool growers' association of that state, in a brief presented before a Senate Committee in Washington recently.

He stated that "it is wholly unfair to the consuming public and to the producer of wool," for manufacturers and distributors to be allowed to sell mixed fabrics "under the generic term of wool.

"There are a large number of manufacturers operating as woolen or worsted manufacturers who use much less virgin wool than reclaimed wool, rayon, and cotton," he contended.

On the other hand, amendments to the bill were proposed by the National Retail Dry Goods Association, to make the law "more practical and provide more adequate protection to those manufacturers and distributors who are not primarily engaged in spinning, weaving, knitting, and felting of wool."

—Textile Age

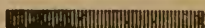
Illusions in Packaging

SOMEWHAT extensive work has been devoted to the use of illusions in making containers seem to hold more than they actually do. A variety of methods may be used here, each of which goes back to one or another of our basic types of illusion. Paper boxes which are tall and narrow seem to contain more than ones which are wide and low. This same vertical-horizontal illusion operates in glass bottles so that tall tapering bottles seem deceptively large. Olive oils, salad dressing, and other commodities that are distributed in relatively small quantities frequently make use of this situation.

AN interesting problem confronted distributors in effecting the shift from glass bottles to tin cans as containers for beer. The glass bottle with its tall tapering neck seems to contain a great deal more liquid than does the squat beer can. One of the major can companies went to a rather great and otherwise unnecessary expense in putting a cap top on its cans so as to retain some of the illusion of the bottle. The competing concern frankly abandoned the bottle technique, lost the advantage of the visual illusion, but played up certain other advantages in connection with their new type of opener. It is interesting to note that in the latter case, the can states the number of ounces contained with this emphatic addition, "Same as in the bottle."

Reprinted by permission from *Psychology of Everyday Life*, Walter C. Varnum, Ph.D. McGraw-Hill Book Co., Inc., New York City.

THE principle of filled versus unfilled space is put to good use by a certain cereal company in packaging its goods in a black and white figured pattern. This figured pattern makes the box seem much more bulky. In the same way bright-colored boxes have an advantage over others. Shaving creams and tooth pastes are prudently marketed in gay yellow or other bright-colored tubes in which considerable study has been given to the relative diameters and lengths of the tube. In general the tube should be just as long and slender as it can be without actually appearing spindly. At least one toothpaste concern has used the principle of stripes on its tubes to increase their apparent size.



Allergens in Face Powders

Spectroscopic studies which detected very minute quantities of metals in canned foods, textiles, face powders, hair tonics, and similar products of every day use were reported by Drs. William M. Craig, John W. Sheehan, and Clarence Rannfeld of Texas Technological College at Lubbeck. . . .

Some of the face powders showed the presence of zinc, talc was found in others, and some contained either titanium or magnesium. Other face powders showed none of these elements, while the quantities also varied in those in which they were present.

One woman, the Texas investigators reported, developed blotches on her face. The spectroscope showed that she was using a face powder that contained zinc and further tests showed that she was allergic to that metal.

—*The New York Times*

Taking Your Car Abroad

By

D. BROOKS ROGERS

IF you are taking your car to Europe this summer be sure it is one which has been driven 500 miles in America. With modern production methods, weaknesses frequently show up during the first month, and it is better for them to be corrected here.

If the tires and tubes are of first quality and new, it will be unnecessary to carry more than one spare. European roads are generally good, and I completed a run of 9,000 miles without tire trouble. The battery should be new, and the owner should personally see to it that it is disconnected when the car is shipped.

The service station should be asked to make up a package of spare parts—those most likely to break or wear out—with the understanding that those unused will be taken back at the same price upon the car's return. This package should include extra spark plugs, an extra cylinder head gasket, timer points, and wheel

bearings. Should a wheel bearing break abroad (which has happened to my car) it may be difficult to replace.

If there is room in the trunk there is no objection to carrying one one-gallon and one or more five-gallon cans of oil, the smaller can being refilled from the large ones. The European price of oil is *several times* the American price, and I have had no difficulty in importing a small supply of known high quality. The space occupied by the oil will naturally be filled by other purchases on the return trip.

Except in Holland, gas is expensive. Advertisements proclaim that France has abolished the per diem tax on visiting cars. This is true, but it has been replaced by a gas tax so high that the former system was much the cheaper. The British price of petrol is usually about 40 cents per imperial gallon (five quarts), a low price when compared with those in most Continental

countries. Unless the shipper does not care about costs, it is desirable to use a car whose gas consumption is low.

LIABILITY insurance is compulsory in England—the car may not be driven an inch without the windshield markers that attest that insurance is in effect—and it is desirable everywhere. It is not written by American companies. The rate is high, particularly for cars of large horsepower, but it covers unlimited liability, and the British companies handling this kind of business have representatives in every large city in Europe and take excellent care of their clients.

The steamship line shipping the car provides free insurance up to \$1,000 for the car while in transit (though not for its contents). Liability insurance should be written before shipment is made, to become effective the day the car reaches Europe. This can be arranged through the steamship line or the American Automobile Association.

In unsettled times like these, the traveler who does not propose to confine his tour to the country in which he lands

must consider which port of entry and which national identification plates are likely to be least disadvantageous. It is the custom to provide the foreign car with plates of the country in which it is landed, and German plates, in what used to be Czechoslovakia, are likely to be as embarrassing as French plates in Italy. I have seen the glass in cars with unpopular plates smashed by "patriotic" citizens in other countries, and I have known of tires slashed.

At the present juncture I should prefer Belgian or Dutch plates to any others, this coinciding with my view that shipment by the Arnold Bernstein line to Antwerp, while the owner, if he wishes, travels on a faster ship, is satisfactory and economical.

The line mentioned, using ships specially constructed to carry cars, will take two weeks to deliver at Southampton or Antwerp. If the owner proposes to tour England, he may meet his car at the former port; if he wishes to travel on the Continent, he may take an express steamer to Plymouth or Southampton and may enjoy ten days in London, where transportation is inexpensive

and garages inconvenient, while awaiting notification from Cook's that his car has arrived at Antwerp. He can then conveniently cross by the Harwich boat-train, an enjoyable overnight trip.

With Belgian plates the tourist may expect courtesy throughout Europe—*except in Belgium and Holland*, the former because the Belgian police treat their nationals badly, and the latter because Belgians are particularly disliked in the Netherlands. Dutch plates, obtainable if you ship via Holland-America, are similarly unpopular in Belgium, but are well treated elsewhere.

IF touring France, the motorist's first purchase should be the *Guide Michelin*, a publication which will prevent him from being overcharged by French hotels and which cannot fail to repay its cost in a week. It lists and classifies hotels. Those listed in heavy print guarantee their prices, and if, as stated in the preface to the volume, the traveler demands accommodation at the guaranteed rate, stating that he is referring to the *Guide Michelin*, which he should carry in his hand, the

hotel *must* supply the accommodation or lose its listings.

On one of my own tours I was overcharged by a hotel near Paris, hence determined to apply the Michelin technique at my next stop, Chalons-sur-Saone. I followed instructions to the letter, stating that I wished one of the 20-franc rooms advertised in the *Guide*. I was shown a most satisfactory room—at 60 francs. I insisted on seeing the 20-franc room, and after some delay was shown an exact duplicate of the first—bearing the number thirteen. "Monsieur would not sleep in number thirteen!" stated the horrified clerk. Monsieur did, and slept well.

The motorist must bear in mind that he possesses mobility, hence can avoid being overcharged. The ordinary traveler is deposited in the lobby of a hotel surrounded by his luggage. If the rate quoted is excessive, he may send for another taxi, may have his luggage flung into it by sneering servants, all of whom will expect tips, and may try his luck at another hotel where the process will be repeated. After going through this rigmarole two or

three times he will pay any price whatever.

The motorist, on the other hand, will park near the hotel with his doors locked, and will permit no luggage to be removed until he has struck a satisfactory bargain. By adhering to this practice I have occupied the best rooms in fashionable hotels at rates one half of those paid by adjacent Americans traveling more "economically" by train.

In Central Europe attempts to overcharge are less frequent, but the additional charge of 10 per cent, supposed to cover tips, making other tipping unnecessary, is sometimes tilted to 15 or 20 per cent, and the traveler's first intimation is likely to come when the bill is presented. In such an event it is simplest to appeal to the nearest police officer. Merely the threat to do so brings about rectification, as the fascist authorities have set their faces against victimization of traveling foreigners, and any inn-keeper convicted of such an attempt may have his hotel closed for six months.

terial Continental roads, he should purchase Michelin large-scale maps, and they are good insurance in any event. The *Europa Touring Handbook*, presented to him with his credentials, is an interesting volume, containing fine maps which do not sufficiently describe the roads shown.

European roads, for instance, cross mountains by the "lacet" system, undulating from side to side so that the entire chain, if viewed from a distance, looks like a series of ladders. When the turns at the ends of the lacets are wide, banked, and properly walled, as on the Grimsel, Furka, and other principal Alpine passes, the roads are safe, and should present no terrors to drivers who know how to use second speed for braking; but many of the "Col" roads have tight lacets, and some are extremely hazardous.

It is much to the point to mention that a car with a short wheelbase, a Ford, a Plymouth, or a Chevrolet, can navigate dangerous roads more safely than can a large automobile.

IF the motorist proposes to drive over any but the ar-

FRONTIERS should give the driver little trouble.

He should not attempt to take spirits into England, or cigarettes or matches into France, or indiscreet or too much reading matter into Germany; and the Italians are a queer lot who may be effusively friendly at one border point and suspicious and hostile at another. In general, the motorist will receive courteous treatment, since his spending power is welcomed by the country he enters. I have crossed most of the frontiers. At only two was so much as a suitcase opened, and at each a perfunctory examination of one suitcase satisfied the authorities.

It is wise, before crossing any frontier, to inquire if an unusually stringent examination is to be expected, a question which can always be answered by the hotel clerks and petrol-station attendants in the preceding towns. Speaking generally, heavy traffic points mean a minimum of annoyance with frontier examinations, and contrary to what might be anticipated, it is best to cross frontiers via the most congested roads. Both of the searches to which I referred in the preceding paragraph took place at villages where cars seldom crossed.

IF greeted with the fascist salute in the fascist countries, it is wise, not to say courteous, to return it in kind. Whatever your feelings, it is the greeting of the country. In those countries it is unwise to return the communist salutes with which the traveler is occasionally greeted on the roads, particularly if his car bears foreign plates.

If asked what your own politics are, always say that you are a Republican. It may not be true, but there are dozens of varieties of "democrats" in Europe, including the Nazis, who are the "National Socialist Democratic Labor Party," but Republicans are unknown. And if you own any red ties (symbol of the Communists) leave them home. The same applies to white socks. They are in order if you play tennis at Cannes, but in what was Czechoslovakia they identify you as a Nazi, and may earn kicks on the shins; in Poland they may lead to arrest.

Above all, do not talk too much. The good old U.S.A. may be everything that the Fourth of July orators say it is; but there are millions of Europeans who have slightly different notions.

Little Digests

By

ROBERT S. KNERR

CORNELL University's press bureau credits Dr. Jeannette Evans, the college's Medical Adviser of Women, with the statement that many skins cannot stand the ritual of cleansing, astringent, and soothing agents recommended by cosmeticians. It gives a mere male great pleasure to read that Dr. Evans advocates "simple cleansing [*soap and water, maybe, huh?*], with applications of pure cold cream for unusually dry skins."

✕ ✕

WHAT'S the largest group of tax collectors in this country? Come, come, now, the same people also compose the numerically largest group of retail businessmen. Give up? The answer is automobile service station and garage operators. Every time a gas station attendant rings up a dollar for gas he's collecting only 71 cents for the house—29 cents goes for federal, state, or local taxes.

✕ ✕

THE Missouri state legislature objects to toeless and heelless shoes for women—a bill was introduced to abolish such fripperies. Tsk, tsk, boys, it can't be done that way. Just let the gals stub their toes until they get tired of it—remember the suffragettes!

✕ ✕

THE Berlou Bulletin announces a new aid to Sherlock Holmes—"The Berlou Moth Detector." The idea of the gadget is to entice the moth larvae out of the furniture right before the customer's eyes—and scare the latter out of some cash.

THE New Deal's "business appeasement" policy (in effect when this was written) changes the personnel in the New Deal dog house. NRA was a monopolistic movement; its demise sent the New Deal into a "reverse-engine" trust-busting rampage and put some of the NRAers in the kennels. Appeasement brought the latter out of the coop, and the left-wingers hastily tried to put them back in. The New Deal's tactics of carrying an olive branch in one hand and a cudgel in t'other when speaking to business arouses plenty of barking among brain trust canines.



COMMUNISM apparently cannot do without the methods and characteristic devices of Capitalism. Latest word from the Soviet food commissioner is that advertising is essential in order that the people may know, order, and acquire a taste for new products and foods.



THE housewife who sits down to read a book while her washing machine is going is making a mistake if she reads too far, according to word from Virginia Tech. Seems that after 15 or 20 minutes' operation, the machine begins to wash the dirt right back into the clothes. Well, that gives her time to read another chapter while the dirt gets washed out again (if it does).



YALE University announces through its department of health that 78 per cent of all male college students have athlete's foot. Only 17 per cent of the ladies are affected, which information will probably save the "antiseptic" manufacturers some postage on letters to the lady athletes.

DRUG manufacturers are passing many sleepless nights since finding that the Federal Trade Commission has some of the teeth the industry pulled from the Food, Drug, and Cosmetic Act. The Commission obtained an injunction against the maker of a weight reducing preparation, the injunction prohibiting the merchandising of the product pending the decision of the Commission. Manufacturers are now worrying over the bleak prospect of having their merchandising efforts—and advertising—held up by injunctions unless they yield to Commission demands.



NOTING that women's clubs and similar organizations are widely used as publicity vehicles, *The American Perfumer* hints that women of standing may be of great value in such "quality publicity." Reading between the lines, there seems to be at least a suggestion of installing testimonialiers in each club.



THE new label on Lydia E. Pinkham's Vegetable Compound, altered in accordance with the new law requiring listing of all active ingredients, carries another innovation: Lydia had her face lifted! Yessir, Lydia's just as old fashioned as ever, but, by gum, she's almost smiling. Maybe at the ingredients.



SWEET Land of Gadgetry . . . *Stemwinder*, a trick key ring that is "precision made" . . . Ronson's *PenciLiter*, cigarette lighter built in a pencil. . . .

Scientific Consumer Purchasing

A Review of a Study Guide

By

F. R. ALLEMAN

EDUCATION has been moving its boundaries. It has pushed aside the classroom walls as it has reached out into the community, embracing new fields of interest, new methods of approach, and new age groups. During the present decade we have seen a marked increase in the scope and enrollment in adult education courses, with the study of consumer problems often the center of interest. The American Association of University Women, working with the American Home Economics Association in an adult education program, brought out a consumer study guide as early as 1932, from which the new enlarged and revised guide of 1939* has developed. We are thus safe in enrolling the Association among the earlier contributors to the study of consumer problems. The foreword of this carefully prepared guide states its purpose clearly.

This study guide has been prepared for any group, large or small, rural or urban, interested in the problem of choosing goods for individual or household use and in present production and retailing practices which affect the consumer.

Of course, if you are one of those individuals who doesn't like shad because you haven't the patience to sort

* *Scientific Consumer Purchasing*, by Alice L. Edwards. Washington, D C American Association of University Women, 1939. 81 pp. \$.60.

the choice morsels from among the bones, you may not like this study aid, for it is written to point to sources of consumer education, rather than to attempt to bring to you, under one cover, a complete consumer course. But even at that, there is a surprisingly compact body of facts brought together to reward the reader. It will repay the individual not a member of a study group and will be welcomed also by those teachers whose job is supposed to be over when the school door closes behind them, but who have to spend long hours preparing assignments and looking for suitable reference material.

VERY briefly, what does this study guide offer, and how is the material presented? The author had in mind a study group, such as a women's club, with everyone working to understand the large general consumer problems, and with special committees at work preparing reports on specific topics and commodities.

The old, old fight to produce enough has evidently given way to the newer problem of want in the midst of plenty. Incomes have not kept pace with production capacity, and Miss Edwards believes consumers can help themselves by becoming more efficient buyers. At the same time, the larger challenge to consumer education is believed to be in the encouragement of manufacturers and distributors who handle goods of high quality, honestly represented, and made under socially good conditions. But most readers, we suspect, will be more actively interested in finding out where to turn for information, and how to weigh its value.

This is the big task which *Scientific Consumer Purchasing* sets for itself. In addition to the pointed discussion found in the chapters dealing with information sources, such as advertising, salesmen, testing laboratories, and labels, references have been keyed in with each of these specific topics. The publishers have offered to include some refer-

ence material which might be hard to secure, in a Consumer Kit which sells for 75 cents.

The arrangement of references by topics, with chapter and page assignments, will appeal to the busy person with little time and perhaps meager facilities for research. Other consumer aids on which the spotlight of inquiry was turned included brands and trademarks, grades and specifications. In the ten chapters of Section I, there were dozens of suggestions of ways for the reader to locate and study consumer topics. These were listed as special assignments and are both meaty and practical. When study groups finish with them, it is safe to wager that they will be both wiser purchasers and better informed citizens.

In the study plan it was suggested that committees make special studies of hosiery, sheets and blankets, refrigerators, and other consumer goods and report the results to the entire study group. Of course, there is nothing to prevent the individual with a good self-starter from pursuing the same plan and reporting to himself. Certainly a theoretical course which did not deal with tangible consumer goods would be apt to be barren and fruitless.

IN several states the cooperative movement is a required subject in the public schools. Miss Edwards, fortunately, does not regard cooperative merchandising an economic panacea, but offers comments and references on both sides of the problem. Merely doing away with the profit motive does not solve the vexing high cost of distribution, and many other difficulties still loom large.

Scientific Consumer Purchasing makes no attempt to cover the entire consumer field. Some study groups may emphasize more effective use of consumer goods and services, as well as leisure time. Other groups may interest themselves in government policies as they affect the consumer, with a couple of reserved seats saved for the great and

growing burden of federal and state taxation. But this study guide certainly has done a constructive job. It would not be surprising if it found as wide use in schools and with individuals as it will in adult study groups.



Matches

1. At the moment of lighting a match, the temperature of the flame at the head is nearly 1,600 degrees Fahrenheit. This is capable of giving a nasty burn or setting clothes afire instantly. Therefore, when striking a match, strike it away from you and never toward anyone who might be nearby.

2. It is particularly dangerous to strike matches close to the face as so many people do when lighting pipe, cigarette, or cigar in the wind.

3. Make sure the box is closed before striking a match. If the heads of the others are exposed they may catch fire and ignite with a flash like a miniature explosion.

4. When striking paper matches, always close the flap before striking to guard the heads of the remaining matches. Always make sure the flap is closed before putting them in your pocket.

5. When putting matches in a match holder, always put the heads down. Never leave them exposed so they may catch fire easily.

6. Some matches carry what is known as an after glow when the flame is extinguished. This often causes fires when the matches are discarded close to flammable material. Get the habit of breaking matches in two before throwing them away.

7. Keep matches out of reach of children.

—Home Safety, National Safety Council, Inc., Chicago.

Shall I Buy Sterling or Plated Silverware?

W HETHER to buy sterling silver or silver plated tableware is said to be entirely a matter of taste and pocketbook. One young lady who expected to do a lot of entertaining decided on plated tableware because she wanted two sets—one for everyday use and one for company. Another who expected to live in a small apartment and keep right on working after her marriage decided on a minimum number of pieces of sterling, which she planned to use for every day as well as for company.

The very word "sterling" has a magic sound, but let's be hard headed about it and try to evaluate it on a dollars and sense basis. In the first place, don't be talked into buying sterling on the grounds that it is a good investment. The bullion value is only about one-quarter of what you pay for the knives, forks, and spoons.

Looking at the problem strictly from the investment point of view, you will do better to buy plate of good quality which, if sold to a secondhand dealer, is likely to bring a higher percentage of its original sales price than a set of sterling "flatware." The reason for this as given by an expert trader in the secondhand market is that people who buy sterling are not likely to buy it second hand unless it has value to collectors as an antique, whereas there is a fairly active demand for secondhand plated ware.

Another advantage of plated ware over sterling is that if certain pieces become worn, they can be replated for a moderate charge. Sterling silver spoons, however, often

become dented or nicked or thinned at the edges from hard use and cannot be straightened or mended. Then again you have the bother of taking sterling down to the vault or to a relative's or friend's wall safe every time you go on vacation.

THIS business-like approach to the problem of making your choice is frowned upon by those who write the advertising circulars for the various makers of sterling flatware. They turn out their best snob-copy in an attempt to impress upon you that no one who is anybody would use anything but sterling. Don't let them give you an inferiority complex on this point. All you can see of plated ware is the silver anyway. An attractive set of plated ware at a price you can afford will probably do more for your peace of mind in the long run than a too expensive set of sterling.

If you really want sterling, however, perhaps we can give you a bit of advice on how to go about it to make your funds go as far as possible. Remember that any piece of silver that is stamped "Sterling" is required by law to contain 925 parts of pure silver in every 1000 parts of metal. A sterling silver spoon, for example, is 92½ per cent pure silver. The rest is copper or some other metal to lend a degree of hardness. By judiciously comparing prices, you will discover that certain patterns cost more than others and that the general price ranges of some companies are higher than others. The really sensible thing to do is to get circulars of a wide variety of patterns of nearly every make and draw up a table like the one on the opposite page.

The number of pieces given is the minimum number estimated by one company for a household of two and allows for two guests for a simply served meal. If you are fortunate enough to be able to afford settings for eight, multiply prices by two except on the cold meat fork, sugar spoon, and butter knife.

Budget Set (Minimum number of pieces)	Alvin Bridal Bouquet	Gorham Buttercup	Reed & Barton Marie Antoinette	Wallace Rose Point	Kirk Repoussé	Stieff Rose	Manchester All patterns	Watson Meadow Rose
8 Teaspoons	\$ 8.67 (trade)	\$10.67 (trade)	\$14.00 (medium)	\$12.00 (small)	\$10.00 (regular)	\$ 8.00 (trade)	\$10.00 (trade)	\$11.34 (small)
4 Dinner knives	11.00	14.34	14.67	14.67	11.00	12.00	12.33 (medium)	13.67
4 Dinner forks	15.00	16.00 (extra)	19.00 (heavy)	16.33	15.00	13.00	13.33 (medium)	16.00
4 Dessert, luncheon or medium forks	12.00	11.34 (extra)	14.00 (heavy)	13.67	11.00	11.00	10.67 (medium)	12.00
4 Butter spreaders	6.34	8.00	9.67	9.33	6.00	6.00	6.67 (medium)	9.00
4 Cream soup spoons ...	7.34	10.34	12.00	11.33	7.34	10.00	8.67 (medium)	11.00
2 Tablespoons	8.00	10.00	10.40	10.50	8.00	7.00	6.67 (medium)	10.00
1 Cold meat fork	5.00	4.50 (small)	7.50	5.00 (medium)	3.50 (medium)	5.00 (medium)	4.00 (small)	6.50
1 Sugar spoon	2.00	2.75	3.25	3.25	2.00 (plain bowl)	2.00	2.25	3.00
1 Butter knife	2.50	3.50	4.50	4.50	2.50	2.75	3.50	4.00
33 Pieces	\$77.85	\$91.44	\$108.99	\$100.58	\$76.34	\$76.75	\$78.09	\$96.51

Of course you may like other patterns better than those selected, but you can easily make up a table showing the price comparison of your own preferences for yourself. You now have some idea of what you will need to pay for the minimum needed amount of sterling flatware.

SUPPOSE you want to consider buying plated silverware. Unhappily in this field there is no law requiring a manufacturer to set forth clearly for the consumer's benefit just how much silver there is in a particular lot of plated tableware or how uniformly the silver is applied.

The silverware industry itself is familiar with seven grades. Beginning at the top, they are F.S.B. (Federal Specifications Board), Quadruple (XXXX), Triple (XXX), Double (XX), AA, Extra (A1+ or A1X), and Standard (A1). You won't, however, find these grades stamped on each piece and the price is no guide to quality.

A recent test made by Consumers' Research revealed the fact that teaspoons of a well-known make and pattern priced at \$8 a dozen ranked only fair in weight of plating and had scant if any reinforcement. If plated silverware may be judged by the amount of silver coating provided per dollar (taking into consideration the amount of reinforcement), the Recommended and Qualified Recommended brands rated on the basis of nine patterns tested would fall approximately into the following order: *Danish Princess* (Holmes & Edwards Inlaid) first, *Personality* (Wallace & Sons) second, *Cavalier* (Gorham Co.) third, *Longchamps Heirloom Plate* (Oneida Ltd.) fourth, *First Love* (1847 Rogers Bros.) fifth, and *Rendezvous Community Plate* (Oneida Community Ltd.) sixth. A 32-piece set of *Rendezvous Community Plate* is currently priced in Sears Roebuck's Spring and Summer catalogue at \$32.50, and, of course, there are other 32-piece sets available at half that price.

IT is obvious that plated table silver is easier on the pocketbook, but don't give up hope if you want to buy sterling. Perhaps you can find a dealer who is willing to allow you a sizable discount. Pick out patterns you like of three or four companies, and do a little shopping in your vicinity or the nearest large city. Try the small obscure out of the way shops, and even pawnshops or dealers in old gold and silver. Since the marking of sterling is protected by law, you run little risk of being cheated and, of course, you must always have the list price in mind.

Some makes like Gorham and Stieff, for example, are "price fixed." It will be very difficult to get a reduction on such makes because the dealer would lose his franchise if it were found out that he was cutting the price. On the other hand, discounts as high as 50 per cent have been quoted on Manchester, 20 per cent on Alvin, and 40 to 60 per cent off on certain patterns of Reed & Barton in stores in New York City and Philadelphia.

If you like the Manchester patterns, a cut of one-half in the list price would bring a 33-piece set down to something like \$39. Even if you are able to find a dealer who will allow you a discount of only 20 per cent, the price will still compare not unfavorably with that of plated ware. Manchester has been selected as an example because it is the brand most frequently available at a substantial discount in the New York-Philadelphia region. You may find a better discount in your locality on some other make of sterling.

Don't expect to rush right down to the nearest jeweler and find sterling available at a large discount from list price. It may take much weary shopping and some vigorous bargaining in the best European fashion. Be sure to do your pencil work first. Decide what patterns you want, first, second, and third choices. Know the list prices and how much outlay your budget will stand. Is getting 20 to 50 per cent off worth the trouble? That's for you to decide.

KEROSENE STOVES

WHETHER used in a farm house or a summer cottage, the main features desired in a kerosene cook stove are quick heating, freedom from soot, and economy of operation. It should also be simple to operate and easy to clean. A bulletin* prepared by the College of Agriculture of the University of Nebraska gives some helpful advice to the prospective user in choosing the type of stove that will most nearly meet these requirements.

Four types of stoves were tested: the long-chimney wick burner, the short-chimney wick burner, the short-chimney burner with asbestos lighting ring, and the wickless burner. The wickless burner type of stove as tested had only giant burners, which are uneconomical. This kind of stove also was a very poor performer as far as sooting of utensils was concerned, and for these reasons will not be further considered in this article.

From a "cold start," the long-chimney wick burners generally proved to be the quickest heating stoves. From a "hot start," i.e., when the chimney and other parts were allowed to warm up before the tests, the two types of burners with wicks were about equal in speed of heating, and they were faster than burners with lighting rings.

The long-chimney wick-burner stove used the most oil of all types tested, but it is probably as economical as any type in the long run. This is because of its speed in heating and its ease in lighting, factors which will make it less apt to be left burning while not needed for short periods. The other types which take longer to reach useful temperatures, will often be allowed to burn while idle. In addition, the wickless types are harder to light.

STOVES with open grates—as with gas stoves—deliver more heat to the cooking

* *A Study of Kerosene Cook Stoves* by Edna B. Snyder, College of Agriculture, University of Nebraska, Lincoln.

utensil than stoves with a closed or solid grate. In stoves having a burner type that does not afford adequate means of reducing the temperature for slow cooking, a closed grate is an advantage, but using an asbestos pad is a more practical expedient. The closed grate, however, holds the heat longer than an open grate.

The long-chimney wick-burner stove proved to be the best from the standpoint of not forming soot. That type of stove deposited no soot in any of the tests, while the rest showed their relative unsuitability if not their "unsootability" by forming soot in over 60 per cent of the tests made on them. The long-chimney wick-burner stove formed no soot even with a yellow flame standing up one and a half inches above the blue flame, the condition that gives maximum heat (and introduces grave risk of overheating) for this type of stove. Many people are unaware that this type of stove can be used with a limited height of yellow flame if the wick is kept trimmed and well smoothed, consequently the stove is often unjustly considered slow.

The giant burners used more oil than standard burners in all cases. It might be well for the owner of a kerosene stove to make her own tests of the burners. If the giant burner on a particular stove proves to be faster heating than the standard burner, it might save time to bring the food up to heat with the giant burner and use the standard burner to complete cooking. Where time is not a factor, the standard burner will undoubtedly prove to be the most economical for the full cooking process. The type of burner is more important than the size, as far as efficiency is concerned.

THE size of the utensil is a major factor in the efficiency of any burner. Tests indicated that a large pan heated up much faster than a small pan. Standard burners seem to be the most economical when used with a pan ranging between eight and a half and ten inches in diameter. Giant burners were most efficient in tests with pans between ten and twelve inches in diameter. Each size and type of burner has its own ideal pan size, but these fig-

ures may be taken as being close enough for average use.

Stoves with asbestos lighting ring burners showed the most variation in efficiency from make to make.

Stoves with wick burners showed the best baking qualities because they allowed a fuller control of the heat; other types of burners showed an appreciable lapse of time after the fuel supply was cut before the flame lowered. All kerosene stoves showed up well in baking requiring high temperatures.

THE tests indicated that the long - chimney wick-burner stove heated in the shortest time, but used the most oil. This type of burner has the advantage of depositing little or no soot if properly used. The short-chimney wick burner used the least oil of any type tested and was second to the long - chimney type in speed of heating. It has, however, the disadvantage of tending easily to deposit soot if not carefully controlled. The short-chimney stove with asbestos lighting ring was between the long-chimney and the short-chimney stoves in oil consumption but was the

slowest of these three types to heat. The short - chimney, lighting - ring stove also showed the strongest tendency to soot the utensils. When the cost of the wicks is taken into consideration, the total cost of operation for the short chimney with wick type of burner and the short chimney with asbestos ring type of burner are about equal, and more favorable than, the wick type burner with the long chimney.

Wick-burner stoves appear to be the most satisfactory for general use. If the manufacturer's instructions are followed closely and care is taken to avoid the special fire hazards of some types, probably almost any type of stove will give fair service in cooking. A wick-burner stove appears to be the only type that will serve if much baking is to be attempted, and the long-chimney stove seems best if there is serious objection to sooting of utensils. By exercise of reasonable care in turning out the burner when not in use, long-chimney stoves using a wick burner can probably show a good record of economy over a long period of time.

Hocus Focus

By
PERCIVAL WILDE



XI and XII—The Traveling Amateur Photographer

SUMMER is approaching, as usually occurs at this time of year, and the amateur photographer, forsaking his beloved darkroom in the attic, the cellar, or in a corner of the bathroom or kitchen, packs up his camera, his rod, his racket, his golf clubs, and sets forth to the four corners of the earth.

It is the primary purpose of this article to suggest how simply he may do his own processing—developing and contact printing—wherever he goes, for the friends he snaps will want to see the results without delay, and he can, if he tries, turn out better work perhaps than most of the rural “photo finishers”; and its secondary purpose to indicate how many articles may be left behind, and how few are absolutely indispensable either while traveling or at home.

I list below the complete kit which I have taken to Europe and to Florida. In the latter, as in all moist, tropical climates, prompt development is a matter of importance. The unused film, particularly if in a “tropical packing,” will keep; but once exposed, the undeveloped image begins to disappear at once, and I have known amateurs who have had only strange blobs to show for their work over a period of months because they postponed development until they returned to the North.

1 developing tank. I used to carry three, but now “daylight processing” tanks are obtainable for all kinds of film.

1 thermometer, the floating kind, costing 29 cents at the mail-order stores.

Film clips to suit your film. If, like me, you use only cut film and film-pack, I recommend the tiny Eastman "dental" clips, each holding one film, and costing about \$1 a dozen. These may be packed in an empty cigarette tin, and this fits nicely into

1 tray, the smallest size in which you can develop your contact prints. This will nest in

1 tray, the next size larger.

For mixing solutions you will require:

1 enamelware graduate, 1 liter or 1 quart, and

1 glass graduate, 125 cc. or 4 ounces,

1 stirring spoon, plastic material, 5 cents, and

1 funnel, also plastic, 10 cents, and preferable to those of glass. Both of the preceding may be bought at the five-and-ten.

1 short length of hose with coupling, for miscellaneous washing.

2 tongs, celluloid, of different colors.

1 printing box or frame. I use the former, because I unscrew the bulbs and pack so many of the preceding articles in it that it is a handy container.

TO this list you may add, particularly if you use cut film, or if you do not wish to wait for the dark to do your processing, a changing bag, which is reasonably priced if fitted with snaps, but too much higher if fitted with an inexpensive zipper, and not, in my judgment, worth the difference.

I have found a changing bag a great convenience, using it to reload film magazines at any time and in weird places: crossing the Solent and the English Channel; on the Baltic Sea; in a forest in Germany. And since I can load exposed film into the developing tank in it at any hour, and can then continue my processing in daylight, it relieves me

from the danger of light entering through transoms, or friends walking in unexpectedly to chat.

You will note that I have omitted a dark lamp. It is not necessary for developing film, for the time and temperature system cannot be helped along by your occasional squints at the darkening emulsion. Be thoroughly familiar with your developer; make written notes of how long it should be allowed to act at 65, 70, 75, and 80 degrees, and stick to the system.

A dark lamp is not necessary for printing. A bit of yellow cloth—your unmentionables, for instance, and I always select mine in the proper color—loosely flung over an electric fixture in the far corner of the room will give you an abundance of safe light. The cloth will catch fire if you tie it tightly to the bulb, and I warn you against that; but if when printing, you stop to admire the results every half hour or so, removing the cloth from the light, it will not even become dangerously warm. But don't go away and leave the light burning with unmentionables or other cloth still in place.

ANOTHER omission you may have noted is that of scales. We don't need them. Chemicals have not only weight but bulk, and if you have determined, as I have, that an ounce by weight of chrome alum fills one ounce scant in a small graduate, or that the same weight of bisulphite fills 7 drams in the same vessel, you will never need to lug along scales. I grant that there may be a 10 per cent error in your compounding, though there need not be if you rap the graduate against a hard surface to make sure that its contents are solidly packed; but even an error so great is of no consequence when compounding the two solutions for which you must weigh out chemicals: your short-stop and your hypo bath.

XII

LET us add these chemicals:

L Developer: Agfa or Eastman Universal tubes if you are visiting climates where the temperatures are moderate to cool; or one of the concentrated para-amidophenol developers, Rodinal, for instance, if you expect to work in the tropics. The essential of tropical development is such brief or such controlled processing that the emulsion does not soak up a large quantity of water and become unduly tender. That is why I use no carbonate developers in the tropics: when the emulsion is impregnated with the material at a high temperature, its passage into the short-stop will produce blisters containing carbon dioxide gas, and will ruin any negative. The borax base developers will not blister, but are too slow. The acid amidol, the Kodak DK-50, and the Rodinal types will all function nicely at high temperatures; but if you must have fine grain, and cannot control temperatures by the addition of ice, so that your developer and your short-stop hardener are at exactly the same degree, I advise you to mail your exposed film home and process it after you have followed it there. I have had equally good results with tubed "tropical" developers at 95 degrees—and with borax developers in sizzling weather, the temperature of the solutions being controlled with ice.

FOR the traveler there is a distinct advantage in using a developer which will handle both films and paper. There is at least one chemical less to be carried, and since a single use of a quart of 1 to 20 Rodinal by no means exhausts the solution, a few ounces from the same bottle will develop the contact prints—and will be replaced with fresh solution, thereby maintaining a uniform standard of strength.

Short-stop and hardener are provided for by a screw-cap

bottle of sodium bisulphite and another of chrome alum. Empty Bromo-Seltzer bottles, which your druggist will be glad to give you, are ideal. For short-stopping your prints, you will fill the larger tray with water and dissolve in it two heaping teaspoonfuls of bisulphite. For short-stopping and hardening your films, half an ounce of chrome alum and the same quantity of bisulphite, in a quart of water, will be admirable, and if the weather is warm, it is most desirable to read a short story at least fifteen minutes in length while allowing the solution to act. Both short-stopping solutions should be discarded after being used once.

I HAVE left mention of the fixing bath for the last. You can, if you wish, pay the high prices asked for "acid hypo" in small cartons, the prices representing the high cost of packaging; or you can do as I do, pay \$1.25 for twenty-five pounds of hypo at any large dealer's, and put up as much as you require in half-pound paper bags before you leave home. The night before you need the solution, you will place the contents of one of those bags in the ten-cent funnel and run warm water through it into a quart bottle. When it is thoroughly dissolved, you run in and thoroughly shake up with it half an ounce of the bisulphite, your most used chemical, and you will have a bath which will fix either film or paper, and which will last quite a while.

You will observe that I have said nothing of a vessel to contain the hypo bath. It is obvious, is it not, that your developing tank will hold it whenever you need it, and that the tank will be required for no other purpose at that moment?

«« »»

A new camera judges bread and cake by taking a picture of the inside cell and crumb structure.

—Science Service



LETTERS TO THE EDITOR

Thank You Mr. Smith

I rather enjoyed the paragraph concerning me which you ran in your Little Digests department in the May issue of CONSUMERS' DIGEST.

Of course, in my Chicago speech I did make a reference to fashions, but I did not say what *Advertising Age* made me say. After referring to a subscriber's complaint about some non-informative advertising, I made the following comment:

"Of course, our Cincinnati correspondent probably did not realize that what she was reading was a fashion tip, because she, like millions of women, does not place the fashion factor at the top of her list of buying considerations. But she did express the demand of women all over the country for factual information about the goods they buy, the facts to be given them not only in advertising, but on labels and by sales people."

You will observe that my only reference to fashions was that the woman mentioned, "like millions of others, does not place the fashion factor at the top of her list of buying considerations."

I do not have to tell you, because

you have the facts, that my statement is 100% correct. We are dealing with average homemakers all over the country, and while the process is slow, the more intelligent ones very definitely are interested in such fundamentals as wearability and desirability before they get to the fashion question. I challenge anyone to disprove this—*Advertising Age* particularly.

Every good wish.

CRUMP SMITH

Publisher,

The American Consumer

Are L. A. Men Well Dressed?

Mr. Paul Brindel's "What's Wrong With Men's Clothing," in the April *Consumers' Digest* struck a responsive chord in the writer; however, he made the statement that many dressers had gotten away from the staple blues, browns, etc., which statement you amplify by stating that Mr. Brindel is a resident of Los Angeles where sportswear is the rule, rather than the exception. And to that statement I must take exception.

First of all, Los Angeles gener-

ally presents the poorest-dressed men in America. With the exception of the contact men in the financial district, as in every American city, I do not know where a sorrier sight could be found if examples of well-dressed men were sought. Unless you are prepared to go into the \$75 upward brackets for ready-made standard brands, or to patronize the hundred dollar minimum tailor, you won't get a suit of clothing in this city fit to attend the well-known dog fight. . . .

Now as to sports clothes here First of all, the sport coat. As this must be warm enough for cool, humid summer nights, it must be heavy. Comfortable at night but not in the daytime. Trousers can be anything at all, and there seems to be considerable local confusion between comfortable, although well-fitted trousers, and unpressed and sometimes dirty pants. Hot or cold, no one is well dressed without a muffler of some fashion around his neck, which prevents ventilation in the day time and is poor taste at night in any gathering. Other essentials are a pair of cheap dark sun glasses (which are helping the oculists keep the wolf from the door) and the positive lack of a hair cut.

Might as well make this complete—topcoats and overcoats are fitted like suits. Lightweights look like Dempseys in width of padded shoulders, and ankle length coats are not unusual. I wish to say

that any of you who have not seen the old-fashioned long heavy winter drawers, Alaska type, can find them in almost any Los Angeles men's furnishing store. And ear muffs can be had.

So take the reports of the well-dressed L. A. male with a smile.

ROGER DICKSON

Los Angeles, California

More About Railroads

Apropos Mr. Tyler's letter on the New Haven railroad, the C & O (Chesapeake and Ohio) has it all over the B & O (Baltimore and Ohio).

E. BROOK

Covington, Virginia

'Scuse, Please

We note in your May 1939 issue of Consumers' Digest V. 5, page 25, an article on "Table Tennis Balls." . . .

This article and listings surprise us because of two very evident errors:

(a) You begin the article by saying, "Table Tennis, or Ping-Pong, as it was first known," etc. "Ping-Pong" is a registered United States trade-mark covering table tennis equipment which is owned by this company. We still call our equipment "Ping-Pong" and the mark has tremendous value and prestige just as the trade-mark "Kodak" has tremendous value and prestige for the Eastman Kodak Co.

(b) You evidently failed to test our table tennis "Championship Ping-Pong Balls," retailing for \$2 a dozen. We know that the "Championship" ball is the finest ball on the market since it is impossible to secure a perfect ball except by the very costly but efficient selective process that we use. You also failed to list our "Official Ping-Pong Ball," retailing for \$1.50 a dozen. This ball compares very fully in quality with the balls that you recommend. . . .

With good wishes,

Robert B. M. Barton, Pres.
Parker Brothers Inc.

 Next time table tennis balls are tested we'll be sure to include balls manufactured by Parker Brothers, which were not examined in the recent test. We're sorry we didn't know the term "Ping-Pong" belonged to them.

A Word on White Shoes

As a person living in the tropics where white shoes are worn the year 'round, I'd like to pass on to your readers some money-saving information on their upkeep.

The most for the money in men's summer footwear for dress or sport purposes are white canvas shoes with rubber soles. They cost \$1 a pair upward, depending on where you buy and what you get.

If the shoes get soiled, or you feel inclined, or it seems the proper thing to do, get a small stiff scrubbing brush for about 10 cents and some laundry soap, and throw the shoes in a bucket or tub of water, or in a washbowl, and go to it with soap and scrubbing brush. You can clean 'em up in short order. Hang 'em up upside down, sole uppermost, so they can drain and dry.

To keep such shoes white, invest about 50 cents in a "stencil brush," which is a round stiff brush about an inch in diameter used for marking crates, etc., through a stencil for shipping. Invest an additional 25 cents in some "whiting," which is nothing but finely powdered chalk. You can get it at paint stores in bulk, and 25 cents' worth will be enough to last several years.

Get a soup bowl, put some whitening and water in it, making a mixture about like evaporated milk. Stick your stencil brush in and get at your white shoes. Brush the white liquid in good. About two minutes a shoe is ample time, and one can work on dry shoes or shoes which have just been washed and are still damp. If you get the mixture right, on the thin rather than on the thick side, there is no need for anything more than whitening and water.

VAN ALLEN LYMAN
Panama Canal Zone

Is Colored Chalk a Poison Hazard?

ABOUT a year ago, in the interests of better visibility, educators began to advocate the substitution of yellow crayon for white for school blackboard use. The professors were possibly quite right in their belief that yellow writing would be more easily read than white but neglected, as innovators often do, to take account of the fact that the manufacturer was very likely to produce yellow, green, and buff shades by mixing a lead compound, such as lead chromate, with the white chalk.

Yellow crayon in place of white has been used in many schools for several months, and already in Wisconsin, an outbreak of lead poisoning (always difficult—and slow—to diagnose) has been found among school children. When the air in the classrooms was tested for lead, the contamination was found to be several times greater than that which would be tolerated by public health authorities in factories doing processing of lead pigments, glazes, and similar materials. Use of yellow chalk in schoolrooms was, therefore, banned in the city of Milwaukee, and it is hoped that it will be promptly abandoned in other cities where this information comes to the attention of teachers and school executives.

Lead poisoning from lead-containing dusts causes a serious and insidious and possibly permanent impairment of health. The hazard is particularly great in the schoolroom because of the constant use of chalk, which gets on hands

and into mouths, and the extreme energy with which little boys clean the blackboard and chalk erasers. Moreover, since children are especially susceptible to lead poisoning, parents will do well to inquire of their children whether yellow, orange, buff, green, or yellow-green chalk is used in school (or college) and insist that use of such chalks be abandoned until reliable assurance can be given that no pigment having its source in a toxic metal has been used for coloring. (Lead pigment would be most common in such use because of its cheapness.)

CONSUMERS will be especially interested in this case because of its indication of the risk of making even simple changes in conventional practices when a complex industrial technology is involved. In so complex a structure of technical production, there are many cases wherein a reasonable conservatism is the best safeguard of the consumer's health and welfare.

The consumer, as will appear from this and many other instances cited in *Consumers' Research Bulletins*, simply cannot rely upon the interest and alertness of the manufacturer, however large or important, to safeguard against such faults and mistakes of production as the poisonous chalk implies. The maker sees his job as essentially that of producing the goods ordered and, for the most part, he accepts that commission on terms which minimize production costs. He will not, therefore, normally concern himself with possible errors or contaminations except as they may interfere with salability. The consumer must now, and for perhaps many decades to come, provide his own checks and balances against errors occurring in this way. Where school affairs are concerned, the school officials must be at pains to do this because the parent is himself not normally in direct relationship to such a problem.

Two well-known brands of yellow crayons used in the school system of a nearby city were recently tested by Consumers' Research. The results showed that the lead content of one was about one per cent, of the other, six per cent.

The point might well be made that if there were more teachers of chemistry who took an interest in the important aspects of chemistry which have to do with the toxic effects of commercial products, it would have been very unlikely that a situation of this kind could have spread far or continued long. It is to be hoped that high school teachers of the sciences will give attention to the numerous instances where unexpected hazards of poisoning arise in industrial processing of foods and other consumer goods (lead and arsenic sprays and dusts on fruit and other farm produce, and numerous sorts of toxic hair dyes are cases in point).

A Booklet for Foreign Travelers

Are you taking your car abroad? (See page 21.) If so, you will be interested in Taking Your Car Abroad, a book of 121 pages put out by the U. S. Department of Commerce, which is available for 15 cents from the Superintendent of Documents, Washington, D. C.

Everyone who is contemplating taking his car to Europe should read this book, which gives detailed information on the requirements in most countries having highways satisfactory for automobile travel. Complete data given on the best procedure for obtaining the necessary documents for entering and traveling through foreign countries in an automobile, along with detailed information as to regulations affecting the equipment of the automobile, local traffic regulations, and the existing conditions as regards customs and baggage as they are reported to be actually administered.

Ratings of 185 Motion Pictures

THE motion picture ratings which follow are based upon an analysis of the reviews which have appeared in 33 different periodicals (see December, 1938, *Consumers' Digest* for names.)

The figures preceding the title of a picture indicate the number of critics who have rated the film AA (highly recommended), A (recommended), B (intermediate), and C (not recommended). Thus "Marie Antoinette" is highly recommended by 13 critics, recommended by 5, rated intermediate by 3, and not recommended by 1.

Ratings are revised monthly by recording the opinions of additional reviewers.

Audience suitability is indicated by "A" for adults, "Y" for young people (14-18), and "C" for children, at the end of each line.

Descriptive abbreviations are as follows:

adv—adventure
biog—biography
com—comedy
cr—crime and capture of criminals
hist—founded on historical incident
mel—melodrama

mus-com—musical comedy
mys—mystery
nov—dramatization of a novel
rom—romance
soc—social-problem drama
trav—travelogue

AA	A	B	C	
—	1	1	3	Adventures in Sahara mel AY
—	1	9	3	Adventures of Jane Arden mel AYC
—	—	1	2	Almost a Gentleman mel AYC
1	13	3	1	Ambush mel A
9	9	3	3	Angels with Dirty Faces mel A
—	5	10	4	Arrest Bulldog Drummond mel AY
3	6	8	8	Artists and Models Abroad com AY

AA	A	B	C	
—	2	1	1	Back Door to Heaven mel A
8	16	1	1	Beachcomber, The rom A
—	3	5	5	Beauty for the Asking rom AY
—	3	4	3	Blackwell's Island mel A
—	4	3	1	Blondie Meets the Boss com AYC
—	3	10	6	Boy Slaves mel A
—	4	5	3	Boy Trouble com AYC
—	2	4	2	Broadway Serenade mus AYC
—	—	3	2	Bulldog Drummond's Secret Police mys AYC
—	3	4	6	Burn 'Em Up O'Connor mys AY
1	10	5	3	Cafe Society com AY
—	8	2	1	Charlie Chan in Honolulu mys AY
—	—	1	2	Chasing Danger com AY
11	15	5	—	Christmas Carol nov AYC
14	7	2	—	Citadel nov AY
—	—	5	1	Code of the Streets mel A
—	2	3	4	Comet Over Broadway mel AY
—	—	—	3	Convicts at Large com AY
—	—	2	3	Convicts' Code mel AY
2	11	6	2	Cowboy and the Lady com AYC
—	—	1	3	Crashin' Thru Danger mel AY
8	4	—	—	Dark Victory mel A
11	10	1	—	Dawn Patrol mel AY
—	2	2	—	Devil's Island mel A
—	—	12	3	Disbarred mel A
4	5	3	—	Dodge City wes mel AY
3	8	11	2	Dramatic School mel AY
2	3	4	2	Duke of West Point com AYC
2	4	—	—	East Side of Heaven com AYC
—	4	3	2	Everybody's Baby com AYC
—	3	1	—	Exile Express mel AY
1	10	4	1	Fast and Loose mys AY
—	2	—	2	Father O'Flynn rom AYC
—	3	2	—	Federal Man Hunt cr AYC
—	2	9	2	Fighting Thoroughbreds rom AYC
—	7	4	3	Fisherman's Wharf com AYC
—	—	2	1	Flight to Fame mel AY
—	2	9	7	Flirting with Fate com AYC
—	10	3	1	Flying Irishman adv AYC
—	—	2	3	Forbidden Music com AYC
—	—	2	4	Forged Passport mel AY
—	4	6	4	Four Girls in White rom AY
—	1	4	3	Gambling Ship mel AY
—	1	1	3	Gang Bullets cr AY
—	2	12	3	Girl Downstairs com AYC

AA	A	B	C	
—	7	6	1	Going Places com AY
6	14	3	—	Great Man Votes com AYC
16	6	1	1	Gunga Din adv AY
1	4	—	—	Hardys Ride High com AYC
—	7	3	—	Heart of the North mel AYC
—	1	3	5	His Exciting Night com AY
—	—	3	2	Homicide Bureau mel A
2	9	6	2	Honolulu com AYC
2	9	7	2	Hound of the Baskervilles mys AY
—	1	2	3	Housemaster com AYC
3	6	5	2	Huckleberry Finn mel AYC
—	3	3	—	I Am a Criminal mel AY
—	—	5	1	I Am Not Afraid mel AY
6	6	3	—	Ice Follies of 1939 rom AYC
—	—	—	4	I Demand Payment mel A
9	13	3	—	Idiot's Delight com AY
—	3	5	7	Illegal Traffic mel A
1	5	9	7	I'm from Missouri com AYC
—	—	6	4	Inside Story mel AY
—	—	2	1	Inspector Hornleigh mys AY
—	—	4	6	I Was a Convict mel AY
7	10	4	—	Jesse James mel A
2	1	—	—	Juarez hist AY
4	11	3	2	Just Around the Corner com AYC
11	13	3	—	Kentucky rom AYC
—	—	2	4	Kid from Texas com AY
—	—	4	5	King of Chinatown mel A
—	9	2	1	King of the Turf mel AY
—	2	3	3	King of the Underworld mel A
—	—	4	2	Ladies from Kentucky mel AY
—	4	1	—	Lady and the Mob com AYC
—	—	3	9	Last Express mys A
—	2	4	3	Last Warning mys AY
3	6	4	3	Let Freedom Ring mel AYC
—	6	3	4	Let Us Live mel A
1	10	3	3	Listen Darling com AYC
—	—	5	7	Little Orphan Annie mel AYC
15	9	—	1	Little Princess com AYC
—	—	3	3	Lone Wolf Spy Hunt mel AY
—	1	4	—	Long Shot mel AY
14	8	—	—	Love Affair rom AY
11	8	1	—	Made for Each Other com AY
3	4	1	—	Man of Conquest hist AYC
10	11	3	—	Man to Remember mel AYC

AA	A	B	C	
6	14	2	—	Midnight com AY
1	4	1	—	Mikado mus AYC
—	—	3	—	Mutiny of the Elsinore mel AY
—	3	8	4	Mr. Moto in Danger Island mys AY
—	2	1	2	Mr. Moto Takes a Vacation mys AY
—	—	2	5	Mysterious Miss X com AY
—	2	2	1	Mystery of Mr. Wong mel AY
—	—	2	2	Mystery of the White Room mys AY
—	5	2	—	Mystery Plane mel AYC
—	1	3	1	My Wife's Relatives com AYC
—	6	4	1	Nancy Drew, Detective mys AYC
—	1	3	—	Nancy Drew, Reporter com AYC
—	—	2	4	Navy Secrets mys AY
—	2	7	8	Never Say Die com AY
—	1	3	2	Newsboys' Home mel AY
—	3	2	2	Next Time I Marry com AY
—	—	—	3	North of Shanghai mel AY
—	1	3	7	Off the Record mel AY
2	11	2	2	Oklahoma Kid mel AY
1	2	5	8	One Third of a Nation soc A
—	2	3	3	On Trial mel AY
—	1	1	2	Orphans of the Street mel AYC
5	13	1	—	Out West with the Hardys com AYC
1	4	7	6	Pacific Liner mel A
—	—	3	—	Panama Patrol mel AY
—	2	4	1	Pardon Our Nerve com AYC
1	6	10	3	Paris Honeymoon com AYC
—	6	4	3	Peck's Bad Boy with the Circus .com AYC
—	8	7	3	Persons in Hiding cr AY
—	1	5	—	Pride of the Navy mel AYC
2	5	4	5	Prisons Without Bars mel A
20	4	1	—	Pygmalion com AY
—	—	—	3	Rebellious Daughters mel A
—	6	4	5	Ride a Crooked Mile mel A
—	—	7	5	Risky Business mel AY
—	5	9	1	St. Louis Blues mus-rom AY
—	9	3	4	Saint Strikes Back mys AY
—	7	7	10	Say It in French com A
—	1	5	2	School for Husbands com A
—	—	3	13	Secrets of a Nurse mel A
—	3	5	1	Secret Service of the Air mel AY
—	7	6	4	Sergeant Madden mel AY
—	1	3	2	Smashing the Spy Ring mel AY
1	5	3	1	Smiling Along com AY

AA	A	B	C	
—	6	4	2	Society Lawyer <i>mys A</i>
—	2	2	—	Society Smugglers <i>mel AYC</i>
—	9	7	2	Son of Frankenstein <i>com AYC</i>
—	—	3	—	Sorority House <i>com AYC</i>
2	7	4	5	Spirit of Culver <i>mel AYC</i>
16	5	1	—	Stage Coach <i>wes AY</i>
—	14	2	—	Stand Up and Fight <i>mel AYC</i>
5	8	3	—	Story of Alexander Graham Bell . <i>biog AYC</i>
9	6	2	—	Story of Vernon and Irene Castle . <i>biog AYC</i>
—	4	2	—	Strange Case of Dr. Meade <i>mel AYC</i>
—	1	3	2	Strange Faces <i>mel AY</i>
—	5	2	1	Streets of New York <i>mel AYC</i>
—	1	—	3	Sudden Money <i>com AYC</i>
14	9	1	1	Sweethearts <i>mus-rom AYC</i>
—	—	5	3	Swing, Sister, Swing <i>com AYC</i>
—	6	7	6	Tailspin <i>mel AY</i>
1	15	2	—	Thanks for Everything <i>com AY</i>
13	9	1	—	That Certain Age <i>com AYC</i>
—	4	6	5	There's That Woman Again <i>mys AY</i>
2	13	3	2	They Made Me a Criminal <i>mel A</i>
—	—	3	2	They Made Her a Spy <i>mel AY</i>
—	8	6	2	Three Musketeers <i>com AY</i>
12	13	—	—	Three Smart Girls Grow Up <i>com AYC</i>
2	4	3	1	Tom Sawyer, Detective <i>nov AYC</i>
3	8	5	—	Topper Takes a Trip <i>com A</i>
—	—	2	3	Torchy in Chinatown <i>com AY</i>
—	—	2	1	Torchy Runs for Mayor <i>mel AY</i>
—	3	2	2	Tough Kid <i>mel AYC</i>
2	12	5	3	Trade Winds <i>rom AY</i>
—	1	5	7	Twelve Crowded Hours <i>cr AY</i>
—	4	—	—	Whispering Enemies <i>mel AY</i>
—	8	6	1	Wife, Husband and Friend <i>com AY</i>
4	8	4	3	Wings of the Navy <i>adv AYC</i>
—	—	7	4	Winner Take All <i>com AYC</i>
—	4	6	5	Within the Law <i>mel A</i>
—	1	2	3	Woman Doctor <i>mel AY</i>
—	1	3	—	Women in the Wind <i>mel A</i>
11	5	1	—	Wuthering Heights <i>nov A</i>
3	11	1	—	Yes, My Darling Daughter <i>com A</i>
3	8	4	1	You Can't Cheat an Honest Man . <i>com AYC</i>
1	2	4	7	You Can't Get Away with Murder . <i>cr AY</i>
17	3	1	2	You Can't Take It with You <i>com AY</i>
13	9	1	—	Young in Heart, The <i>com AYC</i>
1	3	11	1	Zaza <i>rom A</i>
—	2	3	4	Zenobia <i>com AYC</i>

SEASICKNESS

EVERY person who is in the habit of taking ocean voyages has suffered or will suffer from seasickness. Having been the medical officer of six ships, including three Navy transports, I have not had this condition develop on the larger ships, but was most affected when I took a voyage on a seagoing tug, the U.S.S. Ontario, from American Samoa to Auckland, New Zealand. I have had to treat men and women with this condition, but to treat a child was a rarity. I believe this is due to the fact that children in their spirit of play are apt to forget their temporary environment.

The human eye gets very tired when you are walking on the decks of a ship and looking at the wave crests, which are at varying heights due to wind, and with the sunlight reflecting from them there is a great strain on the retinae resulting in disturbance of retinal images. The

glare on a clear day is unusually bright and with the rolling of the ship there results in susceptible individuals a generalized headache, followed by reflex nausea and vomiting if dark glasses or some other means are not taken to diminish the glare.

The observations by James that deaf mutes did not suffer from seasickness, and the profound studies by Barany and others during the late war showed that one explanation rested in disturbance of the endolymph of the semicircular canals. When the ship is rolling, pitching, or otherwise doing a vermicular motion in a heavy seaway, the ability to maintain one's balance enough to walk is enough to agitate any endolymph to the point where reflex vomiting naturally follows.

THE pitching of a ship, when it ploughs over the crest of a mountainous wave only to drop suddenly into a

Condensed from a paper by Lincoln Humphreys, Lt. Comdr., M.C., U.S.N., read at a Medico-Military Symposium at the Mayo Clinic, Rochester, Minn.

trough between it and the next wave and repeats this process sometimes for as many as four days, minute in and minute out, hour in and hour out, produces the same effect as if one were in a rapidly descending elevator that had suddenly stopped, with its consequent jolting upward of the viscera in the abdominal cavity. This is the process that goes on in a passenger on board ship when rough weather is encountered, until reflex vomiting occurs.

In compartmental spaces on board ship, while ventilation is satisfactory during good weather on account of the plenum and exhaust systems, it is a different matter during heavy weather, for everything has to be secured or battened down so that, due to the lesser number of intake ventilators, the air content is not changed often enough. Odors of the ship's galley become noticeable and shortly after breakfast you almost know what you are going to have for lunch. Then there are the various odors due to hempen ropes, materials used to calk the ship, those from the heads or water closets. This added to the normal carbon dioxide

output and body emanations constitute an assault on the olfactory apparatus until it takes quite a constitution to withstand becoming nauseated from this factor alone besides the cumulative effect of the other factors.

There are some people who just know they are going to be seasick. These are the same people who get trainsick, sick from riding in an automobile, etc. Their psychomotor system is so delicately balanced that any unusual motion or vibration which is prolonged sets up an imbalance. When the anchor comes up they usually get flat on their backs and when the ship is finally moored to the dock they appear on deck again apparently none the worse for wear.

AGED and debilitated persons should not take prolonged voyages, and a physical examination should be made before they take a sea voyage of any sort.

The day preceding a voyage the bowels should be thoroughly emptied by a purge, and no greasy or highly spiced foods should be eaten. There should be abso-

lutely no alcoholic overindulgence.

The day prior to sailing, the prospective passenger should inspect the ship, learn how to walk through the narrow passageways without barking his shins on the compartmental coaming, learn how to walk up and down a ship's ladder without falling to the deck below, go past the galley and let his nose become accustomed to the steam boiler cooking smells, and visit the toilet spaces and wash rooms to acquaint himself with the odor from the hawse pipes and with the cramped space itself.

Studiously avoid the farewell banquet, the all-night poker party, or other nocturnal diversions which might cause loss of sleep.

THREE hours before the ship sails he should be on board, or better still spend the night before on board and

get a good night's sleep; in other words, get used to living on board so that when the main engines are set in motion and vibration starts he will be accustomed to his stateroom.

Dark glasses or tinted glasses should be worn if the retinae are at all sensitive to light, certainly to avoid glare of the dancing waves in the sunlight.

If any of his fellow passengers start a conversation about how seasick they were on their last voyage, or talk about the virtues of this or that remedy, he should excuse himself and seek some other portion of the ship. Eat no rich foods the first day at sea or else you will hear from them later; don't indulge in too many liquids in order that the stomach may become used to the churning and pitching, yes and even writhing, of the ship. But, above all, eat something during the day.

««« »»»

Table Tennis Balls—A Correction

Consumers' Digest had fourteen brands of table tennis balls tested, not eleven as stated on page 26 of the article which appeared in the May, 1939, issue. Three were not worthy of recommendation and therefore were not listed.

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WHAT READERS HAVE TO SAY

With this issue of Consumers' Digest, Volume IV is complete. Enthusiastic comments have been received from readers all over the United States and Canada. Here are a few from among the many.

"I have just read your January copy of the *Consumers' Digest*, and I am very much pleased with it. The only thing I am sorry about is that I did not find your magazine sooner."—*I. P., Santa Cruz, Calif.*

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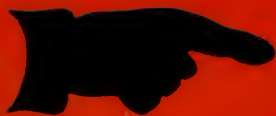
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"Let me say at this time that in this day of changing ideas of values and of cults and isms, I have found *Consumers' Digest* very helpful and profitable."—*W. A. T., Medford, Mass.*

"I would also like to say at this time that you are really doing a good job and a truly worth-while one, since in these times it seems to be everyone's motto 'to do the others before they can do you.' I want to thank you for the benefits I have derived out of reading your [magazine] as it is proving very profitable to me due to the knowledge I have obtained about various products. Please keep on with your good work."—*L. R., Chicago, Ill.*



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